

JUNE 2002

neighborhood improvement plan

Tully-Senter



STRONG NEIGHBORHOODS INITIATIVE





Vision

Create A Sense Of Community

The residents of Tully-Senter envision the area as one which encompasses all neighborhoods in the area and there is a true sense of community. The residents recognize that there are many assets in the neighborhoods upon which to build. The assets include good access to freeways, the George Shirakawa Community Center, several schools, Kelley Park and the Coyote Creek Park Chain and most importantly, a strong commitment on the part of all residents to improve the area in which they live. The community also realizes that there are areas in which improvements could be made. The residents of Tully-Senter envision a future where:

- Community facilities are readily available so that people have the opportunity to learn, socialize, and obtain support services;
- Streets have appropriate accommodations for pedestrians and bicyclists;
- Circulation in the Tully-Senter area is efficient, streetscapes are attractive, and traffic calming measures contribute to a smooth flow of traffic and a safe street environment;
- Open space, park and recreational opportunities for the community are adequate and access is improved;
- Convenient parking is available and sufficient for the needs of the residents and local businesses;

- The Tully-Senter area does not feel overcrowded and is characterized by private properties and public areas which are well-maintained, well-lit, attractive and clean;
- Streets in the neighborhoods are lined with well-maintained and mature street trees which provide a rich canopy of shade for the residents;
- Residents in the Tully-Senter area have a strong sense of pride in their neighborhoods and work together to improve their community.

Tully-Senter Neighborhood Improvement Plan

Approved by the San José City Council
on
June 4, 2002

City of San José



Executive Summary

The Tully-Senter Strong Neighborhoods Initiative Neighborhood Improvement Plan has resulted from the commitment made by the Mayor and City Council to work in partnership with San Jose residents and businesses to strengthen the City's neighborhoods. The plan was developed as a shared community/City vision for improving the neighborhood conditions, enhancing community safety, coordinating and improving community services, and strengthening community associations. In Tully-Senter, community participants identified six community goals for achieving their planning vision.

Goals

- 1 **Neighborhood Appearance and Maintenance Goal:**
Achieve an attractive and orderly looking neighborhood.
- 2 **Transportation and Parking Goal:**
Promote accessibility, parking, and safety for residents on local streets while reducing the adverse impacts of cut-through traffic.
- 3 **Land Use Goal:**
Retain the wide variety of housing and commercial retail shopping opportunities.
- 4 **Parks and Recreation Goal:**
Enhance and improve neighborhood connections and community use of Kelley Park and Coyote Creek open space and trails while expanding close to home neighborhood-serving parks.
- 5 **Social and Cultural Goal:**
Celebrate the rich ethnic and cultural diversity of the area while fostering neighborhood communication, unity and inclusion.
- 6 **Community Facilities and Services Goal:**
Improve community facilities and services on all community levels.

Through a series of Neighborhood Advisory Committee meetings and Community Workshops Tully-Senter residents created a plan including over 150 actions to achieve the six goals. Priority was given to ten actions established to focus the first steps of early plan implementation.

Priority Actions

- 1** Establish a “school hub”, a community facility that provides space for multiple service providers, at Fair Junior High School or Santee Elementary School.
- 2** Improve the McLaughlin Avenue right-of-way between Story and Tully Roads to reduce the effects of heavy traffic volumes and enhance pedestrian convenience and streetscape appearance.
- 3** Conduct and Implement Neighborhood Traffic Calming Studies and Stripe On-Street Parking Spaces in Selected Areas.
- 4** Develop a prototype school/City joint-use neighborhood park at the Meadows Elementary School.
- 5** Provide a code enforcement coordinator or “ombudsman” to address the whole range of code and nuisance problems present in the Tully-Senter community.
- 6** Build a pedestrian bridge over Coyote Creek.
- 7** Maintain neighborhood street trees.
- 8** Remove the unsightly chain link fence at the Highway 101/Tully Road interchange and replace with a high, resilient, and attractive fence and landscaping.
- 9** Complete Lucretia Avenue public right-of-way improvements from Story Road to Tully Road.
- 10** Construct a mini park at a site located on Nisich Drive .



Acknowledgements

The following people are gratefully acknowledged for providing valuable assistance in the development of the Tully-Senter Strong Neighborhoods Initiative Improvement Plan.

Neighborhood Advisory Committee

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Credit: Cover photo of neighborhood mural, George Shirakawa Sr., Community
Center by Salifu Yakubu.

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Chapter 1

Introduction

Introduction

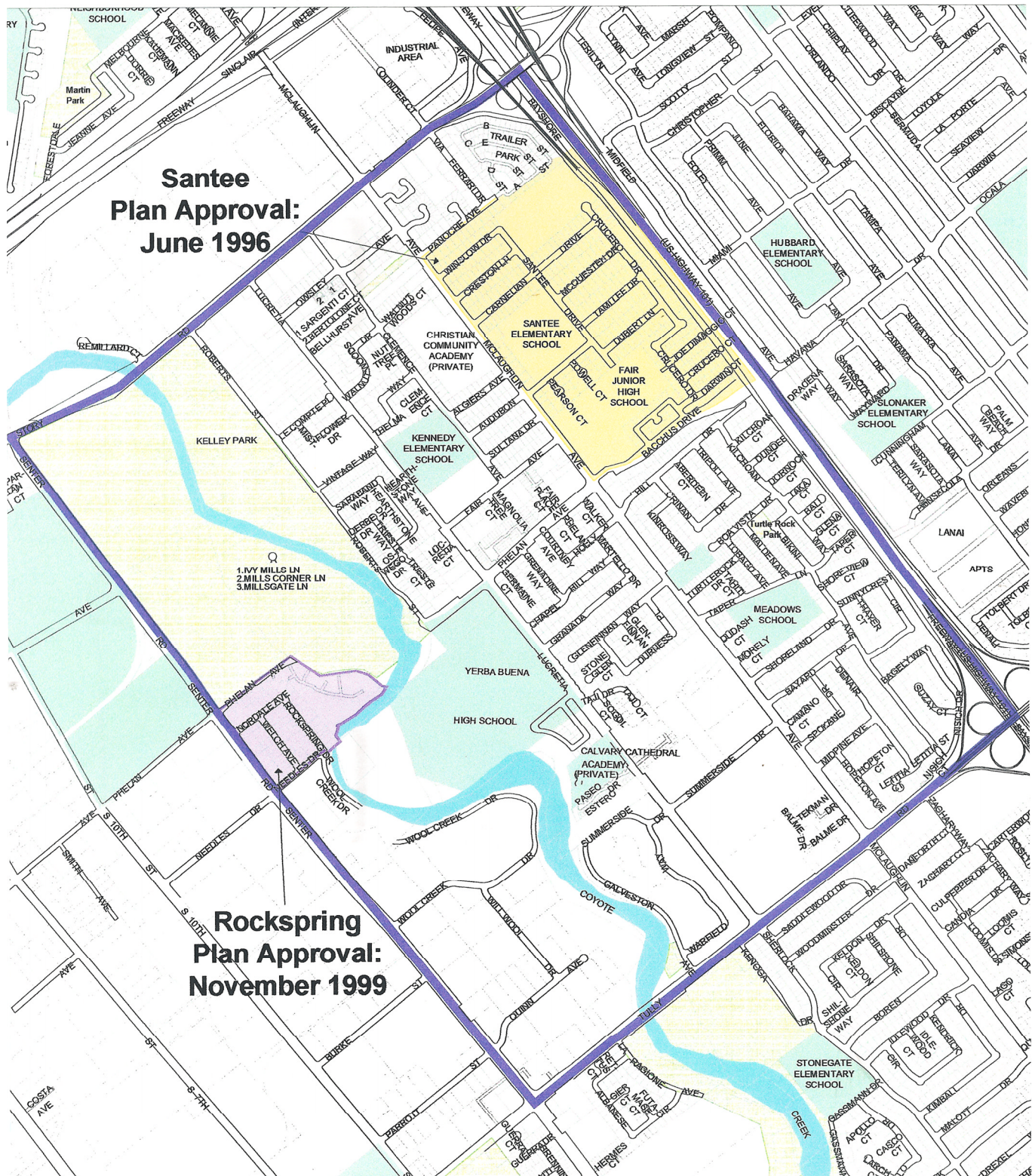
Similar to other neighborhoods throughout San Jose, Tully-Senter is energized by its cultural and ethnic diversity, protective of its neighborhood assets and challenged by forces, pressures and changes it wishes to shape and control. The purpose of this chapter is to provide a summary of the plan and describe the planning process. An explanation of the Strong Neighborhoods Initiative Program and the redevelopment process is also provided. The Improvement Plan Area is shown in Figure 1, (p.1-2).

Planning Process



Introductions from staff at beginning of community workshop.

This plan has been prepared through a community-based process involving Neighborhood Advisory Committee meetings and Community Workshops. Community members who have participated in the planning process generally include a mixture of longtime and newer residents all committed to maintaining the community's character in the face of the difficult pressures that cultural and social change creates. The Strong Neighborhoods Initiative planning process is intended to forge new alliances amongst various "stakeholders", such as neighborhood residents and merchants, and between those stakeholders and the City so that together they can carry the implementation of the plan forward in coming years.



TULLY-SENTER SNI IMPROVEMENT PLAN AREA. Figure 1



*Visit to Meadows School during
NAC field trip*

The planning program was organized around the participation of a Neighborhood Advisory Committee (NAC) made up of residents, neighborhood associations and business representatives, various interest groups and community representatives. The Tully-Senter NAC consisted of twenty-two representatives. NAC meetings with the participation of community members formed the backbone of the planning process. At key points, formal Community Workshops have bolstered widespread community participation in the plan.

In general, NAC meetings have alternated with Community Workshops in the initial problem identification and program development phases of the plan. Draft plan development was spearheaded by meetings of the Neighborhood Advisory Committee. The following describes each of the phases of the plan:

Phase 1: Initiate Planning Process and Identify Neighborhood Vision, Assets and Needs

Project planning was begun with the first Neighborhood Advisory Committee held May 23, 2001. This meeting allowed NAC members to introduce themselves. Representing homeowners, apartment and homeowner associations, mobile home communities, renters, businesses and business associations, the faith community, industrial parks, Kelley Park, service organizations, schools and a youth representative, each member explained their interest in being on the NAC. The focus of the meeting was to prepare an



Community workshop.

initial list of the pros, cons and planning needs. To expand community input on the assets, liabilities and challenges of the area, an initial Community Workshop was held on June 9, 2001. This meeting greatly expanded the understanding of community planning needs and issues, and the direction of the neighborhood vision.



*NAC member, Sister Fahey
comments during workshop*

Phase 2: Planning Issues and Opportunities, Potential Action Plan

In this phase, preliminary goals were formulated based on the input from the prior two meetings and the lists of planning issues formed into potential plan elements and actions during the NAC Meeting held on June 27, 2001. During the follow up Community Workshop #2, held on July 14, 2001, the emerging action plan was discussed in further detail and additional objectives and actions were identified. The action program was formed into planning elements, organized around the goals of the plan. This meeting particularly discussed ways of enhancing neighborhood socialization and the need for translating newsletters and other communications into all neighborhood languages. Translators were present for both Spanish and Vietnamese speaking participants.

Phase 3: Concept Plan Development and Action Plan Refinement

This phase was kicked off with NAC Meeting #3, held on July 25, 2001, conducted as a bus tour of the area and which included many community members. Intended as a means of providing the committee with firsthand observations of the various issues and planning actions discussed in the prior two phases, alternative



improvement strategies and design alternatives were also outlined in the field. The following Community Workshop #3 held August 25, 2001, presented a detailed action plan to workshop participants. Next, the community reviewed the six goal-based plan elements of the action program, in a detailed review of key neighborhood issues dealing with parks and recreation, traffic calming, traffic control, and neighborhood identity. The community participants then voted on which of the issues were community priorities warranting early action.



Phase 4: Draft Plan Development

This phase was kicked off with NAC Meeting #4 on September 26, 2001, during which the ratings of priority among goals, objectives, and for specific actions was reviewed. A discussion of the implementation of the action plan and committee members' views of action priorities led to a preliminary discussion of "Top Ten" priority actions. Faced with the task of distilling over 150 planning actions into a select list of ten priority actions reflecting community concerns and NAC responsibilities, members of the NAC agreed to return for NAC Meeting #5 held on October 10, 2001. Each member was asked to evaluate action plan priorities and to bring their recommendations to this special meeting, during which a Top Ten Action Program was drafted. A follow-up NAC Meeting #6 was held on November 28, 2001 to review and refine the Action Plan Matrix and the wording of Top Ten priorities.

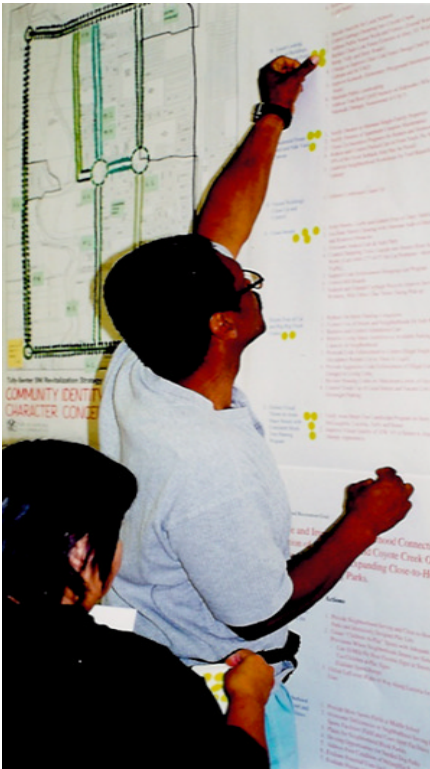
**Phase 5: Plan Finalization and Adoption Process**

This phase was kicked off with NAC Meeting #7 held on January 30, 2002 during which the relationship of the Tully-Senter plan to the status of updates of the Rockspring and Santee neighborhood revitalization plans, both of which are in the Tully-Senter planning area, was discussed. Based on this review, the Top Ten priority actions were further refined and the Action Plan Matrix finalized. At the NAC meetings #8 and #9 on March 7 and April 4 respectively, the NAC further refined top ten action items addressing traffic and the Kelley Park pedestrian bridge. The NAC directed staff to include a traffic plan incorporating traffic calming as one of the top ten and also McLaughlin Avenue improvements. The NAC also decided to forgo identifying a preferred crossing location for the Coyote Creek pedestrian bridge. The plan identifies three potential locations (Fig. 8, Pg. 4-22), but leaves the final decision to a subsequent community process. The draft plan was then reviewed and accepted by the community at large and the NAC members at the open house, which was Community Workshop #4 /NAC Meeting #10 held on May 2, 2002.



Council Member George Shirakawa, Jr. responds to workshop questions.

Strong Neighborhoods Initiative



Voting on priority actions

The purpose of the Strong Neighborhoods Initiative (SNI) is to improve neighborhood conditions, enhance community safety, expand community services, strengthen neighborhood associations, and identify sites for new development. Started in the spring of 2000, the Initiative forms a partnership between the Mayor, the City Council, the Redevelopment Agency, and the residents and business owners of San Jose's neighborhoods, to stabilize and improve the City. The participation of neighborhood representatives and community members helps ensure that action plans respond to neighborhood priorities.

Approximately 200 community members participated over the course of the 10 NAC meetings and 4 Community Workshops. With the completion of the planning phase, the long-term intent of the program envisions the continued involvement of the Neighborhood Advisory Committee in implementation of improvement action items and plan updates

Tully-Senter is one of twenty-two planning areas designated as a Strong Neighborhoods Initiative area. The goal of the plan is to stabilize and improve the neighborhoods by helping to create an increasingly desirable place to live and enhancing the individuality of each area. All plans are aimed at identifying the specific physical needs in the areas' built environment as well as

to identify sites within the Strong Neighborhoods Initiative area that are appropriate for new development or redevelopment and to maximize benefits and protections for the existing neighborhoods. Once completed, the Tully-Senter plan will be implemented through the active involvement of community members.



Neighborhood Advisory Committee, Community Members, City Staff and Consultant Team during Field Trip

Redevelopment Program

The Strong Neighborhoods Initiative program is related to the City's decision to expand its Redevelopment program to include all twenty-two SNI Areas in a new Redevelopment Project Area. Redevelopment powers, including funding capabilities, are extended to this area during the twenty-year life span of the areas' redevelopment plan.

In June of 2001, the City Council appointed a fifty-two member Project Area Committee (PAC) representing all twenty-two neighborhood areas, which will make a recommendation to the City Council on the adoption of the redevelopment plan. Required by law, the PAC consists of thirty-five members, selected through at-large, mail-in elections, representing homeowners, tenant groups and business owners as well as seventeen members appointed by the City Council representing community organizations from throughout the city.

Organization of the Plan

Chapter 1 introduces the goals of the Tully-Senter Neighborhood Improvement Plan, describes the purpose of the Strong Neighborhoods Initiative Program and the planning process that was undertaken to produce this improvement plan and report. A summary of the plan and the community vision are contained in the beginning of this plan document.

Chapter 2 describes the Tully-Senter community planning area, its assets, liabilities and challenges from the standpoint of the people of the community. Most importantly, it sets the stage for defining the type of community Tully-Senter is and wants to be.



In Chapter 3, Goals and Objectives are presented which were developed to guide the plan. These goals led to the uncovering of core values and creation of concept plans and big ideas which are described in Chapter 4 and developed in Chapter 5 into a detailed list of many specific actions to revitalize the community. Some of these actions have been selected as the focus of community efforts and investment during the initial phase of “implementation”. These are commonly referred to as the “Top Ten” priority actions.



Chapter 2

Conditions in Tully-Senter

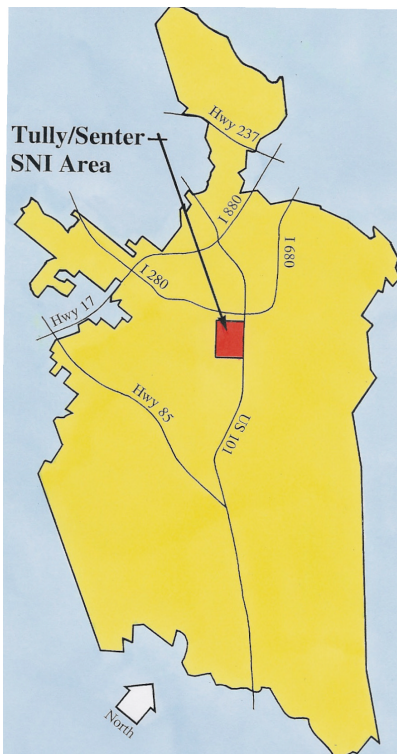
Introduction

The purpose of this chapter is to describe the Tully-Senter community planning area in terms of its location within the city, its neighborhood and demographic characteristics, its neighborhood assets, liabilities and challenges. As this chapter will show, Tully-Senter has many assets which it is proud of and wishes to protect yet has a realistic understanding of the challenges it faces in becoming the community it wants to be.

Tully-Senter SNI Area

The Tully-Senter community is somewhat a microcosm of the City of San Jose. Representing a diversity of ethnic groups, residential neighborhoods and land uses, its population has grown rapidly in recent years. Similar to neighborhoods across the City as a whole, Hispanic and Asian populations have increased faster in the past ten years than other segments of the overall population.

Located south of the downtown, Tully-Senter is nearly the center of the city, bounded on the northerly corner by the intersection of Story Road and Highway 101, and by two major city arterials, Tully Road and Senter Road. Not surprisingly, San Jose's world renown as the center of "Silicon Valley" is reflected in local business parks within and just adjacent to the area, which include major technology and manufacturing corporate names.



Vicinity Map

THE TULLY-SENDER COMMUNITY

The Tully-Senter SNI Improvement Area lies within a planning area covering 1,100 acres bounded by Story Road to the north, Tully Road to the south, Senter Road to Highway 101 west to east. Two smaller Neighborhood Revitalization Areas, Rockspring on the west and Santee to the east, planned within the past few years via the Neighborhood Revitalization Strategy, have had a direct relationship to the overall Tully-Senter Strong Neighborhoods Initiative Planning area and are included in its planning process. The SNI area, planning area and neighborhoods are shown in Figure 2 (pg. 2-4).

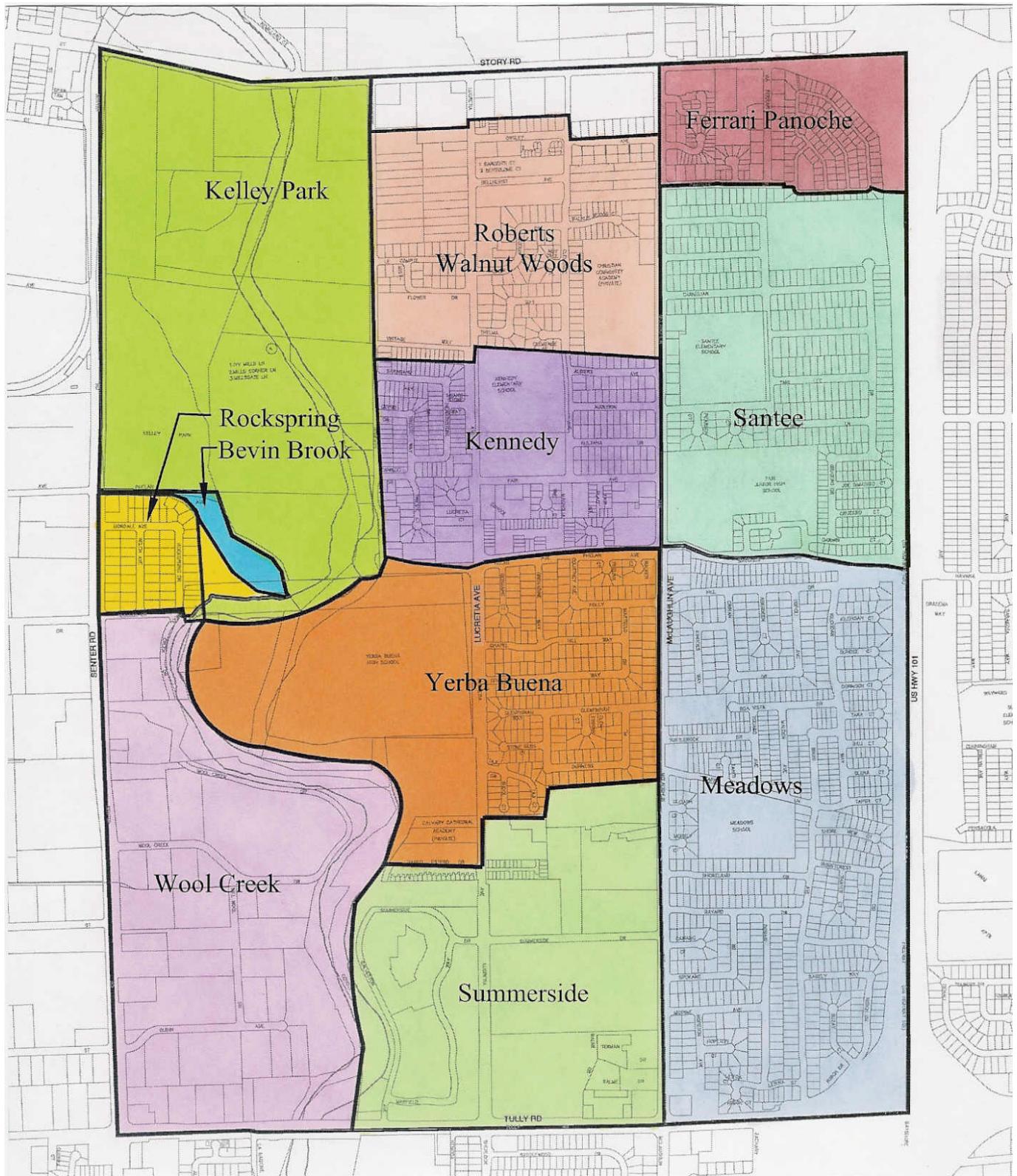
Tully-Senter is home to over 20,000 residents in roughly six identifiable residential neighborhoods. The neighborhood also includes five shopping centers within and nearby its borders as well as business parks and commercial centers in the area. Other major features of this area are Kelley Park and Coyote Creek open space. Together with a complete system of elementary schools, middle school and a high school, this geographical area has nearly all the physical elements of a complete community. If it were elsewhere than in San Jose, it could be a small town unto itself.

Relationship to the Santee and Rockspring NRS Improvement Plans

Neighborhood improvement planning is not new to the Tully-Senter area. Because of acute neighborhood problems, Neighborhood Revitalization Strategy plans were created for the Santee neighborhood (116 acre planning area) in June 1996 and the Rockspring area (22 acres) in November 1999. Both of these

planning areas are engaged in implementation of their original plans, which are similar to this Tully-Senter Neighborhood Improvement Plan in purpose and content but focused on their own, smaller areas. In addition, members of those communities have been involved in the SNI planning process for the overall Tully-Senter area.

The Tully-Senter SNI Improvement Plan forms a complete planning context or sphere of influence for all of the neighborhoods within its boundaries, including the Santee and Rockspring neighborhoods. The Santee and Rockspring neighborhoods will continue to work on the Action Items in their individual Plans, either through the Tully-Senter NAC or through their own neighborhood organizations or other neighborhood groups.



TULLY-SENER SNI AREA NEIGHBORHOODS. Figure 2

Housing Conditions

Tully-Senter's older neighborhoods were originally designed as low-density suburban subdivisions. These neighborhoods are now home to new immigrants living side by side with longtime residents. Now a mixture of single-family detached and attached homes, and multi family buildings, some of the apartment stock has not aged well, showing wear and the need for maintenance. In addition, escalating housing prices have forced many into overcrowded conditions in older homes, often accommodated by the illegal conversion of garages to living units and rental of rooms within single-family homes in excess of what is allowed by the City's code. Code enforcement is in high demand in some areas.

In other areas, the upkeep of single-family homes and multi-family properties is evidence of the pride that many residents have in their property and community. Much of the newer housing has infilled the neighborhoods well, completing neighborhoods and unifying the neighborhood streetscape.

Land Use Development

Overall, the area is approaching full development. The land classified as remaining vacant land¹, 50.13 acres, accounts for less than five percent of the planning area as seen in Table 1 below. Nearly 27 acres of vacant land are designated for residential use with densities ranging from 8 to 25 dwelling units per acre (DU/AC). Buildout could add 441 new dwelling units, 1.64 acres of lands for General Commercial development, and 21.52 acres of Industrial, if all of the identified vacant lands were

¹ See Appendix Table A-1, Tully-Senter Vacant Land Inventory, Department of Planning, Building and Code Enforcement

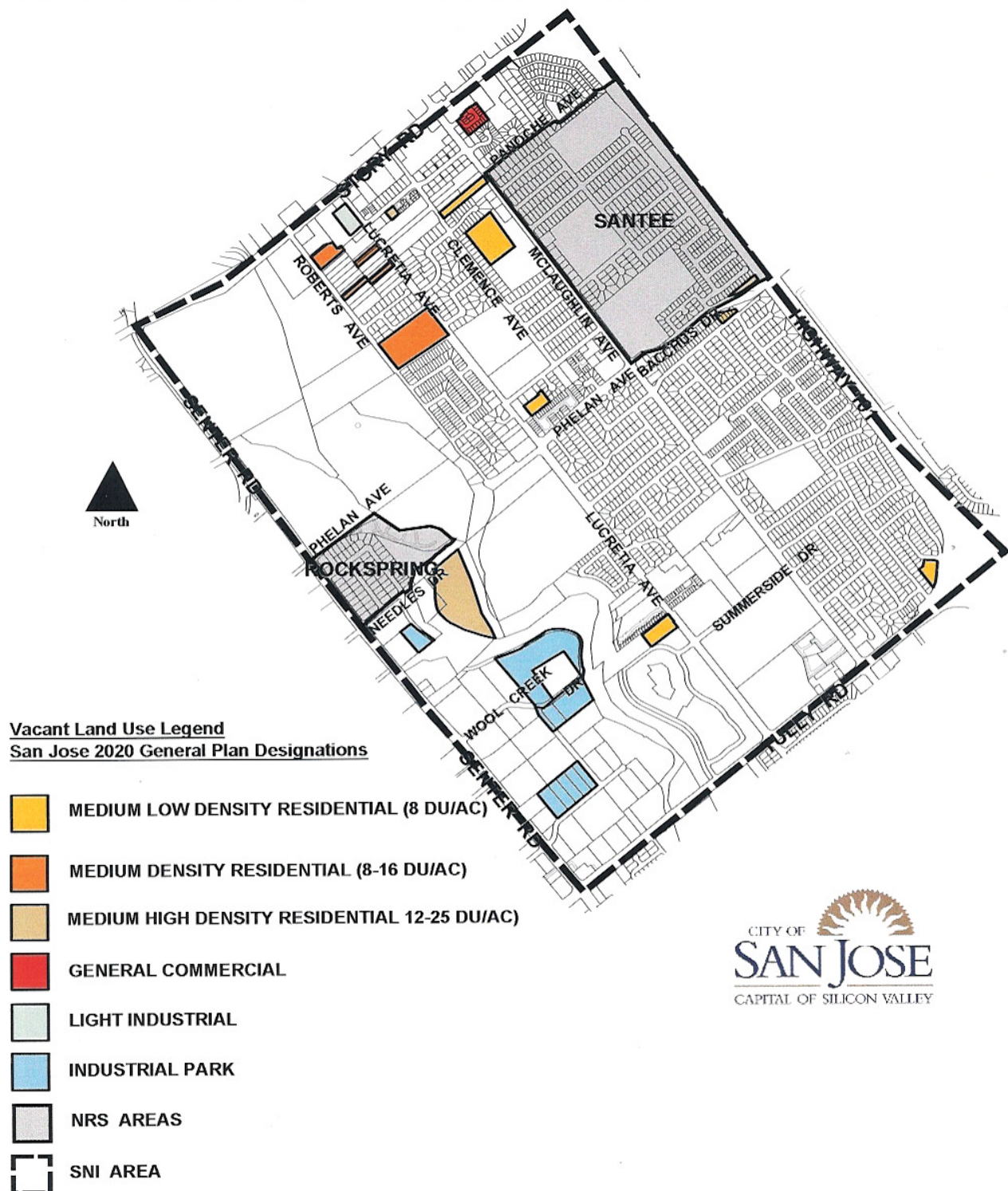
available. Most of the vacant lands as shown on Figure 3 however, are not available for development and those that are generally have projects already approved on them. The vacant land information presented may be useful for reference if circumstances change in the future.

General Plan land use designations for the entire Tully-Senter SNI area are depicted on the General Plan Land Use Diagram Figure 4 (pg. 2-8).

Table 1: Potential Development of Properties Classified As Vacant Land

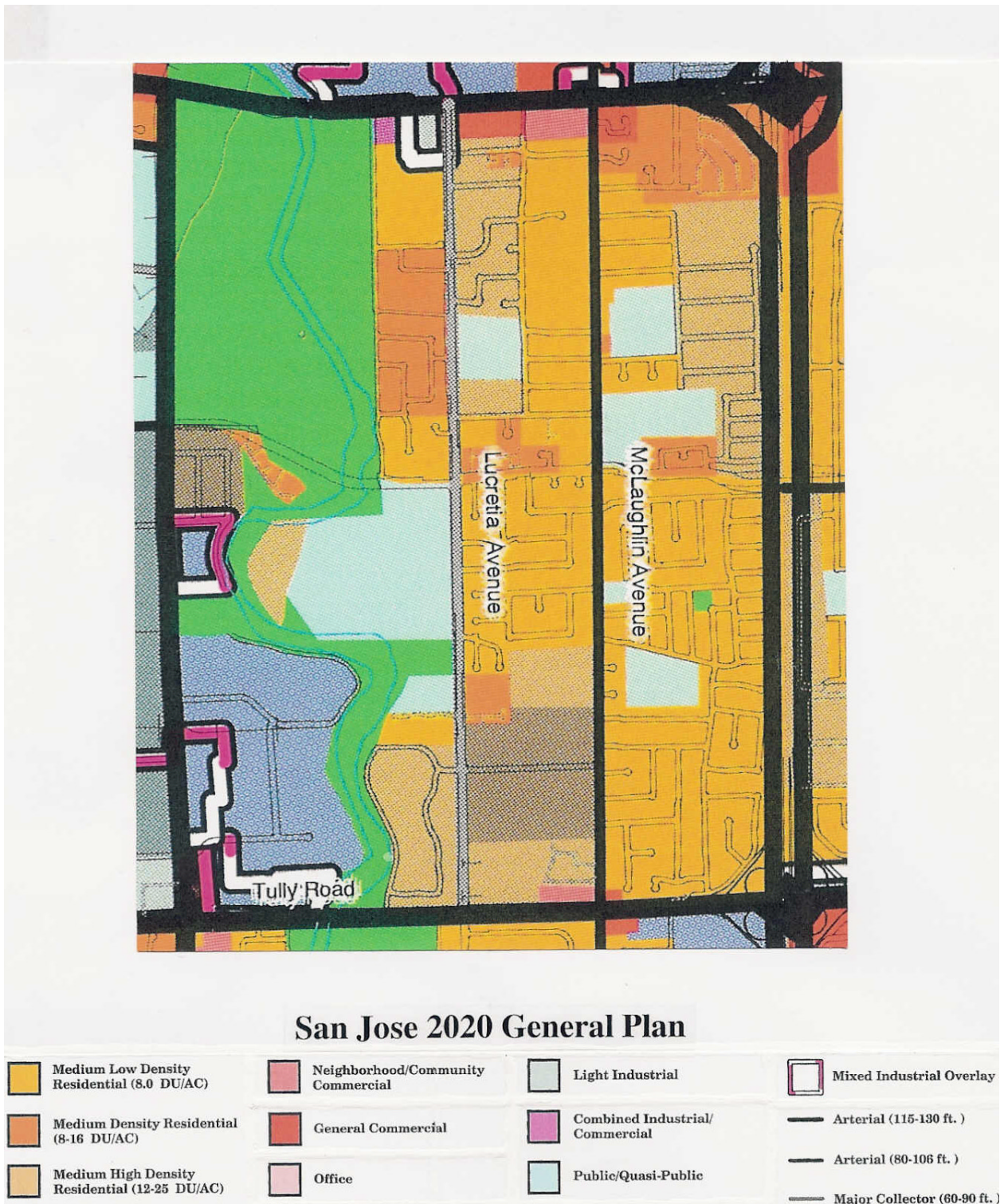
Land Use		Acres	Potential New Development	
			Dwelling Units	Non-Residential
Residential	Medium Low Density (8 DU/AC)	8.84 AC	71	
	Medium Density (8-16 DU/AC)	9.24 AC	148	
	Medium High Density (12-25 DU/AC)	8.89 AC	222	
	Subtotal	26.97 AC	441	
Commercial	General Commercial (GC) ¹	1.64 AC		
		Subtotal	1.64 AC	250,000 SF
Industrial	Light Industrial (LI) ² Industrial Park (IP)	1.41 AC		
		20.11 AC		
		Subtotal	21.52 AC	3,280,000 SF
Total		50.13 AC	441	3,530,000

Source: The Planning Collaborative. ¹ GC calculated at 3.5 FAR; ² LI and IP calculated at 3.5 FAR.



TULLY-SENDER VACANT LAND INVENTORY MAP. Figure 3

Source: Department of Planning, Building & Code Enforcement



GENERAL PLAN LAND USE DIAGRAM. Figure 4

NEIGHBORHOOD DEMOGRAPHICS²

In 2000, the Tully-Senter neighborhood had a population of 18,663, which grew from 16,519 in 1990, a change of 13.0%. By comparison, the City of San Jose's overall population growth was 14.7% during the decade. Tully-Senter is 2.1% of San Jose's total population of 896,850.

Similar to the city as a whole, the ethnic make-up of Tully-Senter has changed since 1990, experiencing a decrease in the percent of White and an increase in the percentage of Asians/Pacific Islanders and Hispanics. In comparison to twenty-one SNI neighborhoods, Tully-Senter (38.6%) is one of six SNI areas³ having a higher percentage of Asians/Pacific Islanders than the city (24.6%) in 2000. As one of these six neighborhoods, Tully-Senter had a lower percentage of Whites (53.5%) than the city overall (70%) and, reflecting most SNI neighborhoods, had a higher percentage of Hispanic origin residents (46.9%) than the city (32.8%) in 2000.

The educational attainment of Tully-Senter residents in 2000 is higher as compared to the city overall, broke down as follows: 59.1% high school graduate or lower (city is 43.2%); 33.3% some college/associate degree (city is 31.5%); 30.3% Bachelor's degree or higher (city is 25.3%).

² All referenced data in this section is based on the City of San Jose Strong Neighborhoods Initiative SNI Benchmark Report completed by Strategic Economics January, 2002.

³ Santee, West Evergreen, Tully-Senter, Tropicana, University, and East Valley-680 Communities.

The median household income in Tully-Senter for the year 2000 was \$63,450, an increase of 18.5% over the 1990 median household income of \$51,696. This compares to the median annual income of all San Jose households in 2000 of \$73,804, a 17.1% increase over 1990.

According to Strategic Economics, “Almost all of the 21 SNI neighborhoods had a substantially higher rate of poverty than the city overall” (SE p.40). An estimated 31.1% of city households had an annual income below \$50,000, which approximates the income defining Low Income (LI) and Very Low Income (VLI) Levels for Santa Clara County households (established by the Department of Housing and Urban Development [HUD]). Tully-Senter’s year 2000 median household income included 41% of all households meeting the threshold of below \$50,000 which is greater than 31.1% of citywide households below \$50,000.

The average size of Tully-Senter households in 2000 was 3.40 persons as compared to 3.10 persons for the city overall. This represents a slight increase over an average of 3.37 in 1990. By comparison, the city lost 5% of its average household size from 3.12 in 1990. Total households increased in Tully-Senter from 4,896 to 5,496 in the year 2000.

Assets, Issues and Challenges



Voting priority actions.

The first Tully-Senter Neighborhood Advisory Committee Meeting and first Community Workshop focused on the public input phase in which residents were asked to identify the neighborhood's assets and concerns expressed as neighborhood "pros and cons". These statements of the community's issues, needs, and neighborhood concerns eventually formed the basis for the identification of Improvement Plan goals, objectives and actions.

NEIGHBORHOOD APPEARANCE AND MAINTENANCE

Assets

The presence of tree-lined streets within the neighborhoods and throughout the community provides a leafy backdrop to the area which residents value highly. The riparian woodland of Coyote Creek contributes to this setting as it winds from south to north, separating a southern portion of the neighborhood before passing through Kelley Park. Along with this major regional park, the overall image of streetscape greenery and neighborhood order is cherished.

Issues

A host of problems were identified by residents, which diminish this setting. These include onset of blight, poor upkeep of residential front yards and commercial frontage parking strips, dumping of discarded furniture, yard waste and garbage in local



*Coyote Creek access from
Phelan Avenue at Roberts Street.*

"In some places, there are not enough street trees, and in others, many have been cut down by local residents."

“Local streets are always getting dumped with garbage, televisions, mattresses and other junk.”

“People from other neighborhoods work on their cars and then leave junked cars and parts in the road.”



Trash along a local road.

streets, the presence of abandoned cars and junked car parts, and the visual clutter of streets choked with parked cars, and in some neighborhoods, an unwelcome abundance of parked trucks.

Challenges

There is a history to Tully-Senter of quiet, well kept neighborhoods graced by suburban landscaped yards and streetscapes. While multi-family housing has intensified some areas, the street trees and landscape frontages of these developments have contributed well to the overall appearance of the community.

The major challenge is to ensure that the community remains and grows as an attractive and well-maintained area. Additionally, the community recognizes it must be vigorous in preventing the forces of visual blight that result from a lack of neighborhood stewardship and poor maintenance practices as well as overcrowding.



"Traffic is getting to be our number one problem."

"McLaughlin can be very crowded with trucks and cars avoiding 101."

"Cars speed through neighborhoods."

"Locals avoid going down Story Road to get to Highway 101."

"Story Road is a mess on weekends."

TRANSPORTATION AND PARKING

Assets

The community values its good access and central location in the city, which provides accessibility to "everything". The hierarchy of city streets, providing local neighborhood streets direct access to major arterials and freeways is a recognized asset. Bus transit is considered accessible, dependable, on time and bus stops convenient, but once on a bus, congested roadways can make travel slow. Bike lanes along major roadways are well marked but often underused. In the future, the Bus Rapid Transit on Monterey Highway and Capitol Expressway Light Rail Project outside but near Tully-Senter may prove to offer benefits to the area especially if shuttle services were provided to some of the apartment areas.

Issues

As elsewhere in the Bay Area, the circulation system suffers from traffic congestion. During peak hours, freeway traffic from Highway 101 and I-280 travels along local arteries as a means of bypassing the congested freeways. Peak hour cut-through traffic, said to occur between 8 to 9 am, and 4:30 to 8:00 pm, seriously congests McLaughlin Avenue (the Artery connecting the Major Arteries, Story Road and Tully Road) and to a lesser extent, Lucretia Avenue and other related roads. The "ring" of Major Arteries (Story Road, Senter Road and Tully Road) is also heavily congested at these varying times and days.

At other times, the community feels that speeding cars and trucks interfere with the ability of children and other pedestrians to comfortably cross streets with or without crosswalks.

The sum of these issues contributes to the overall sentiment that “traffic is getting to be the number one problem”.



Challenges

Similar to other community districts within the City and elsewhere throughout the Bay Area, traffic congestion has become part of a community’s daily life. Somewhat unique to Tully-Senter, the blessings of a central location and excellent access provided by adjacent freeways and major arterials, have also become the source of many of its traffic problems. As a result, the mix of traffic volumes using the road grid of major arterials, arterials, collectors and local streets is complex.

Despite the presence of identifiable patterns of regional “cut-through traffic” using the area to avoid congestion on the freeways and major arteries, the problems and causes of the myriad local traffic concerns are not easily understood. Some solutions require regional remedies and will be better understood once the long-term Highway 101 corridor studies are concluded. Remedies for other traffic issues occurring at the local neighborhood level can be assessed and addressed under the City’s traffic calming planning program.

LAND USE

Assets

The diversity of land use in the planning area is seen as an important asset. With residential neighborhoods ranging from single family to multi-family areas, churches, elementary, junior high and high schools, city park facilities and open space, business parks and commercial centers providing accessibility to five supermarkets and banking affords choices and convenience to local residents.

Issues

Land use conditions of concern to the community include the concentration of Board and Care facilities in the Meadows School neighborhood. In addition, numerous liquor stores and all-night “cafes” with questionable activities are said to attract undesirable activities into the community.

“We’ve got five supermarkets to choose from.”



View of McLaughlin Park.

Some land use issues relate more to the lack of full development. The new George Shirakawa Elementary School is somewhat isolated in the absence of planned adjacent community facilities and could use better pedestrian connections to the neighborhoods north of Coyote Creek. Across the creek is the vacant Carroll Ranch property adjacent to Yerba Buena High School, a potential community park facility resource. A land swap is now under consideration between the City and the Carroll family. Should the swap take place then this property will be developed as a City park as part of the Coyote Creek park chain.



Streetside litter degrades the neighborhood.

The crowded use of vacant lots (as well as neighborhood streets) for overnight truck parking points to a larger regional land use need for overnight truck facilities serving regional and interstate carriers. The use of the neighborhoods along 101 for these purposes is highly incompatible with local neighborhood character.

Approximately 50 acres of land is classified as vacant. This is generally concentrated in the southwest industrial corner of the planning area and in the northerly section near Story Road (between Roberts Road and McLaughlin Avenue). Other properties, approximately 30 to 50 acres, are considered underdeveloped and have potential for redevelopment.

Challenges

The land use challenges of Tully-Senter are two-fold: (1) improve compatible existing land uses and minimize undesirable land uses; (2) utilize opportunities offered by vacant and underutilized land for needed community facilities or other development beneficial to the community.

The first challenge will require dealing with nuisance land use and property conditions. For the second, planning and action program efforts should address these opportunities before they are developed in ways that may not contribute to community needs.



*Visit to Meadows School during
NAC field trip.*

*“Kelley Park is probably the finest in the
valley.”*

*“There is a lot of hazardous
skateboarding in areas inappropriate for
young kids.”*

*“Not enough places for teens to hang
out.”*

RECREATION

Assets

At first glance, Tully-Senter appears to have ample park, recreation and open space. Kelley Park offers 160 acres of park and recreation lands. The new Vietnamese Heritage Garden is nearly ready for construction on the Roberts Street side of the park. A Coyote Creek Trail is planned to connect Kelley Park to Stonegate Park south of the project area (and in the vicinity of Stonegate Elementary School) with additional plans to connect neighborhoods and parks to the north of Story Road. A new eighteen-hole golf course has recently opened just south of the planning area while the new South Central Swimming Pool is to be built in the Bacchus Drive area. McLaughlin Park, constructed in 1998, provides 1.1 acres of neighborhood park use.

Issues

With Kelley Park in the northwest corner of the area and the continuous woodland open space of Coyote Creek winding southward, the dearth of neighborhood, “close to home” recreation for families and kids is unexpected. A casual drive through the Meadows School, Kennedy Elementary School neighborhoods and the Santee Elementary School neighborhood passing neighborhood sidewalks and streets teeming with children at play reflects the shortage of park and recreation space in these neighborhoods.

Table 2 compares the existing recreation land supply to the needed recreation land based on the population level of service established in the City of San Jose General Plan of 3.5 acres of local serving parkland per 1,000 population. Based on an estimated population of 18,663, the three subareas of the SNI Area have a total level of service (LOS) need for 65.3 acres of local serving recreation land. Total existing recreation land provided by local schools and local serving park space is 23.3 acres; total acreage required to meet this need is 42.

Table 2: Existing Neighborhood & Community Serving Recreation Lands

Park & Recreation Facilities	Subareas			Totals	Needs Analysis	
	A Meadow School	B Summerside	C Kennedy		L.O.S. ³	Cumulative Balance
Existing:						
School Playgrounds¹						
Elementary School	0.8ac	1.5ac	1.1ac	3.4ac		
Middle School	0.0ac	0.0ac	6.8ac	6.8ac		
High School	10.0ac	0.0ac	0.0ac	10.0ac		
Subtotal	10.8ac	1.5ac	7.9ac	20.2ac	37.3	-17.1
Local Serving Recreation Land²						
Neighborhood Parks	0.0ac	0.0ac	0.0ac	0.0ac		
Mini-Parks	0.9ac	0.0ac	1.0ac	1.9ac		
Tot Lots	0.0ac	0.2ac	0.0ac	0.2ac		
Community Center	1.0ac	0.0ac	0.0ac	1.0ac		
Subtotal	1.9ac	0.2ac	1.0ac	3.1ac	28.0	-24.9
Total Existing	12.7ac	1.7ac	8.9ac	23.3ac	65.3	-42.0

¹ Up to 2 acres / 1000 population of school playground level of service

² Minimum 1.5 acres / 1000 population level of service

³ L.O.S. for SNI area based on total estimated population of 18,663 @ 3.5 ac. / 1,000 population
(Source: Bay Area Economics)

"We need parks which are closer to home."



Meadows School

Improvements to sports fields and the recently constructed skateboard park on the Santee Elementary School grounds leads the way in efforts to make fuller use of school grounds for neighborhood recreation. At present, the facilities at Meadows School and Kennedy Elementary School are insufficient and do little to overcome the great deficiencies in neighborhood-serving park and recreation facilities.

Challenges

Despite the parks and open space assets of the planning area, the need for close-to-home neighborhood park facilities far exceeds available resources. The shortage of vacant land, especially in the areas around the neighborhoods that need parks most severely, limits available solutions.

SOCIAL AND CULTURAL

Assets

Tully-Senter's richness as a community derives from its culturally and ethnically diverse population. The area's good school system, availability of community services, community centers, responsive police, and presence of such special community services as church sponsored social programs, and Fair Exchange located in the Fair Middle School foster community communication and interaction.



"Living with a diversity of groups helps you to understand other people."

The location of schools within the community, with elementary schools distributed within convenient walking distance to neighborhoods ($\frac{1}{4}$ to $\frac{1}{2}$ mile walking distance) and the junior high school and high school also well-located (providing a one mile walking distance), positions the schools to serve as a vital community asset.

Issues

The process of neighborhood change, which seems to have increased in recent years, also increases the pressure on existing resources to support the community. Cultural and language barriers for new immigrants who sometimes fear the involvement of City service staff and police in their lives, limit the effectiveness of community programs. Some feel the area does not have a good community voice like other neighborhoods, and needs something like a community newsletter.



Challenges

“We need to have a more cohesive sense of community.”

The result of these pressures is an overall desire to create and live in a more cohesive community. The challenge, a constant in the face of these changes, is to do more and to do better, more effectively. The school system is well situated to serve the neighborhoods and provides significant opportunities to act as “Hubs”, providing services and welcoming meeting spaces to the community.

COMMUNITY FACILITIES AND SERVICES



George Shirakawa Community Center

Assets

The incidence and rate of crime is sometimes a symptom of social conditions and the quality of social services. Most residents feel they are safe in Tully-Senter. Although people say it wasn't always like this, the overall sense of safety seems to be shared by the residents of various neighborhoods within the community. Many see the current situation as a direct result of the vigorous and expanded police presence, which significantly reduced the high level of gang activity that occurred as recently as a few years ago. This presence continues and coupled with other assets of the community, including the control of gangs within the local schools, seems to have greatly improved community comfort.

"I have no sense of being fearful."

"I feel safe at all times of the day."

The community also feels it enjoys excellent schools and is especially proud of the well used George Shirakawa Community Center on Lucretia Avenue.

Issues

Social conditions are obviously present such as homelessness and vagrancy associated with the encampments under Highway 101 overpasses and the streets where unemployed day workers hang around trying to find work for the day. Incidents of cars being stolen or vandalized and home burglaries remind the community that crime does exist.



Children at Meadows School.

“Teach people how to improve themselves, from childhood to adults, and make citizens not criminals to prevent crime.”

“Schools and curriculums need to include everyone.”

While endowed with good schools and a fine community center, there is a strong sense of greater community need for facilities and services than is presently available. This appears to be true for the continuing needs of families, children, teens, seniors, recent immigrants and others.

Challenges

One of the most important messages coming from the community is that the need for young teens to join gangs does not readily go away. The formation of new gangs in neighborhoods and in schools is ongoing. Gangs and related crime levels are cyclical. School facilities, which serve as broad community resources have the potential to break down the neighborhood separations defined by gang “turf” which divide friends and neighbors. The challenge of maintaining a sense of community safety is one that is being met and can be strengthened in the future with a unified police and community approach.

With a population that continues to grow, including through the arrival of many new immigrants, language barriers can pose a major challenge. Community communication resources will need to be expanded in efforts to achieve “a sense of community”.



Chapter 3

Goals and Objectives

Introduction

The first Neighborhood Advisory Committee meeting and first Community Workshop identified a comprehensive listing of community “Pros and Cons” and neighborhood challenges. Following these meetings, a preliminary goals statement was developed and agreed to at the second Neighborhood Advisory Committee meeting. The six goals form the overall framework of the neighborhood improvement plan. Within each goal statement, more detailed objectives are established to further organize the specific actions of the plan.

Goals and Objectives

1

NEIGHBORHOOD APPEARANCE AND MAINTENANCE GOAL:

Achieve An Attractive and Orderly Looking Neighborhood.

- A. Continuous Tree-Lined Streets**
- B. Good Looking School Buildings, Grounds and Public Areas**
- C. Residential Front Yard and Side Yard Upkeep**
- D. Clean Streets and Streetscapes**
- E. Distinct Visual Theme on Major Streets with Consistent Streetscape Program**



2 TRANSPORTATION AND PARKING GOAL:

Promote Accessibility, Parking, and Safety for Residents on Local Streets While Reducing the Adverse Impacts of Cut-Through Traffic.

- A. More Livable Streets**
- B. Well Maintained Streets**
- C. Improve Parking Facilities and Reduce Parking Congestion**
- D. Free Streets of Big Truck Clutter**
- E. Support Alternative Transportation Modes**
- F. Improve Access to Recreation Facilities Limited by Coyote Creek or Incomplete Roadways**

3 LAND USE GOAL:

Retain the Wide Variety of Housing and Commercial Retail Shopping Opportunities.

- A. Vibrant and Affordable Residential Neighborhoods Without Overcrowding**
- B. Sense of Community in Commercial and Retail Shopping Areas**
- C. Adequate Room for Cultural Facilities**

4 PARKS AND RECREATION GOAL:

Enhance and Improve Neighborhood Connections and Community Use of Kelley Park and Coyote Creek Open Space and Trails While Expanding Close to Home Neighborhood-Serving Parks.

- A. Schools Serving Neighborhood Recreation and Gathering Place Needs*
- B. Other Available “Close-to-Home” Recreation for Children and Adults*
- C. A Community Park at Carroll Ranch for Ample Neighborhood Sports Fields and Other Facilities*
- D. Kelley Park Acts as a Local Neighborhood Recreation and Park Resource*
- E. Coyote Creek Open Space Provides Opportunities for Neighborhood Recreation Activities*

5 SOCIAL AND CULTURAL GOAL:

Celebrate the Rich Ethnic and Cultural Diversity of the Area While Fostering Neighborhood Communication, Unity and Inclusion.

- A. Enhanced Neighborhood Communication*
- B. Creative Solutions for Socio-Economic Issues*

6 COMMUNITY FACILITIES AND SERVICES GOAL:

Improve Community Facilities and Services on All Community Levels.

- A. School Facilities to function as “Hubs” of Community Services and Activities**
- B. Overall Sense of Community Safety**
- C. Graffiti Free**
- D. Effective Code Enforcement**

■ In the chapters that follow, overall concept plan approaches which underlie the action program for each of these groups of goals and objectives is discussed in Chapter 4. The Strategic Action Plan comprising the Top Ten Priority Actions and the detailed Action Plan Matrix is presented in Chapter 5.



Chapter 4

Improvement Plan Concepts

Introduction

Once the plan's focus on assets, issues, and challenges was completed and goals were set, the energy of the community shifted to plan-making: creating concept plans and approaches to achieving the six goals of the improvement program.

As the plan was developed, several “big ideas” emerged in the NAC meetings and community workshops. These plan concepts expressed core values and important conceptual solutions to key community problems. Yet, with the plan's focus on the Top Ten Priorities and the numerous actions in the Action Plan Matrix, it becomes all too easy to lose sight of the concept plan thinking that underlies the plan. The intent of this chapter is to highlight the foundation of “big ideas” which make the plan what it is so that over time, these concepts and points of view can continue to guide the improvement plan as it evolves.



*NAC members discussing
plan concepts*

This chapter also describes the neighborhood conservation efforts, enhancement needs, development and redevelopment opportunities within the community. Other plan concepts as related to existing and new City services and programs are addressed.



*Children playing at George Shirakawa
Community Center*

Core Values, Big Ideas

Many Plan concepts and approaches have resulted in highly inter-related actions. This connectivity is good as it will help to ensure that objectives are achieved in the long run. Yet the overlap in programs require an understanding of the core values and key ideas that form the basis of the Plan. This is especially important as the community and City work together to carry forth the action items.

One way of understanding the key conceptual ideas is to see how they are linked to the central idea of **“creating a sense of community”**. This central philosophy connects ideas found in all elements of the Plan. A number of major themes also lie at the heart of the Plan:

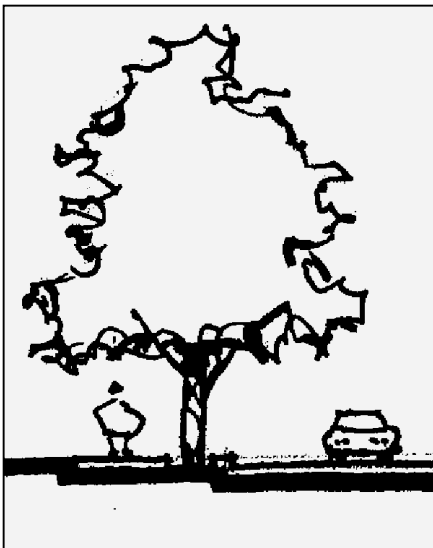
- **Conserving and sustaining vibrant and affordable neighborhoods are important;**
- **Enhancing neighborhood appearance, recreation, and services improves community identity and pride;**
- **Community involvement and action at the neighborhood and block level are necessary to achieve neighborhood goals;**
- **Broad based programs of action are necessary to achieve neighborhood goals;**
- **Some goals and broad-based programs of action may require new ways of conducting the City’s business.**

Neighborhood Appearance

The community identity conveyed by a pleasing neighborhood appearance experienced by residents and passers-by traveling through the community's streetscapes and public areas is a core value.



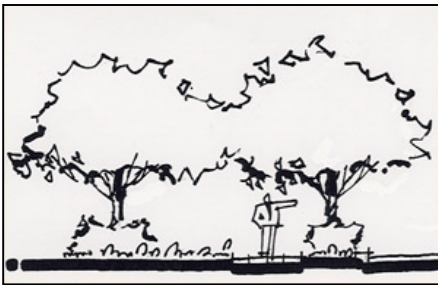
*Nature trees along Phelan Avenue
at Lucretia Avenue.*



Linked to other elements of the plan both directly and indirectly, community identity is particularly expressed in the desire to achieve attractive and orderly looking neighborhoods in the concerns for maintenance of the area's streetscapes (both on public and private property), the desire for improved street tree maintenance and the replacement of missing street trees. This extends also to the concerns for improved street-sweeping, garbage service, abandoned vehicle removal, shopping cart removal code enforcement, prohibitions on street auto repair and the like.

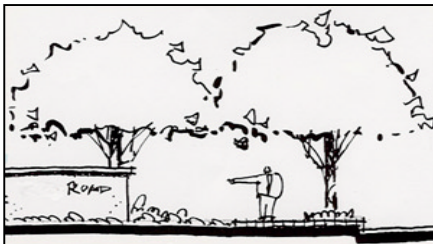
This community's commitment to action at the neighborhood association and block level fostered such ideas as replacing missing neighborhood trees by working with Our City Forest, replacing chain-link fences used by CalTrans and the Santa Clara Valley Water District, encouraging home-owner and apartment property clean-up through incentive programs such as yard beautification and upkeep workshops.

The community's recognition that a broad-based program of actions is necessary to achieve the neighborhood visual quality the community desires is a key idea.



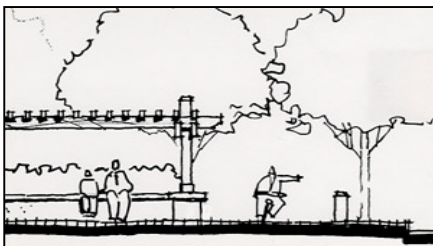
Continuous street tree plantings enhance the community.

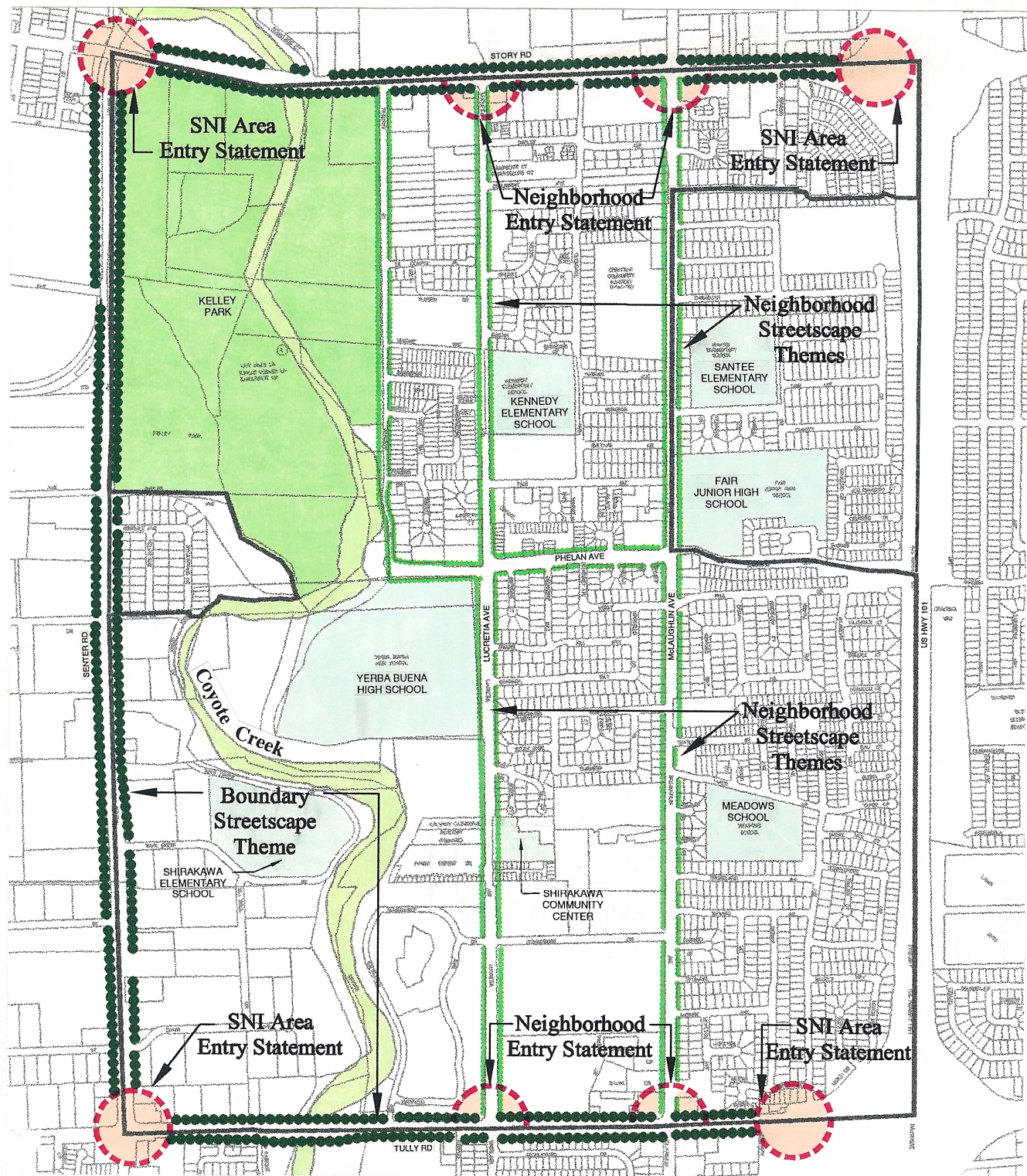
Recognizing that action programs with many parts can falter simply because of the sheer number of elements needing attention, there are two key ideas, which should be highlighted. The first, a “high priority” action, calls for planning a distinct design theme on the area’s visually important streetscapes. By creating a visual identity for the area’s major streets and gateways, with a distinguished streetscape and consistent street-tree planting program, people can come to know: “This is Tully-Senter”. The action will require a unique streetscape design program, which builds on the successfully completed new street landscape improvements for Senter Avenue. This streetscape design plan is illustrated in concept form on the accompanying Neighborhood Appearance Concept Plan Diagram (Figure 5).



Neighborhood entry statements define and enhance the community

While the overall streetscape enhancement program is likely to take many years of implementation, the second big idea deals with the importance of streetscape from the standpoint of street tree maintenance. Selected as a “Top Ten” priority, the community recognizes that whatever the quality of an adopted street landscape architectural plan and the early success of project improvements, unless street trees are maintained properly and regularly over many years, the results intended won’t be realized. This concern is significant enough that residents are requesting a change in the way the City goes about the business of maintaining street trees in this area. A new program approach is asked for which provides for more regular and consistent maintenance of the form-giving shade trees, which presently and in the future, enhance the streets of the area.





NEIGHBORHOOD APPEARANCE CONCEPT PLAN DIAGRAM. Figure 5

Transportation and Parking

Whereas the tree-lined streetscapes of the community are a source of community pride and identity, the traffic carried on major streets emerged as a major impediment to neighborhood tranquility and community comfort.



Traffic on Roberts Street.

Traffic congestion has many causes beyond the control of the local community. As a result of the area's thriving economy, the geography of business and residential communities, and the central location of Tully-Senter, there don't seem to be sweeping solutions that could turn the clock back to uncongested times.

Everyone wishes the heavy traffic volumes could be restricted to the perimeter of major arteries and freeways that bound Tully-Senter, creating a traffic-free island of calm within the community. The reality of the City of San Jose Transportation Plan is that the system of freeways, Arterials, and Major Collectors is intended to carry the City's heavy traffic load, including those that connect around and through the community, in particular McLaughlin Avenue.

The community's approach to addressing its traffic problems is by first understanding them better. Fortunately, several projects are underway to address the effects of the area's regional and local traffic problems.

The Highway 101 Traffic Flow Study (of the Valley Transit Plan VTP 2020 region-wide traffic study by the Valley Transportation Authority [VTA]) is intended to assess regional freeway traffic congestion along Highway 101 from the 680/280 interchange to the Capitol Expressway intersection. The purpose of this study is to determine what can be done to alleviate the traffic back-up along this freeway corridor. While early findings of the study are expected in December 2002, the actual implementation of any recommendations as a result of the study of this component of the VTP 2020 plan is unknown at this time. The Tully Road/101 Interchange Study to evaluate possible additional on-ramps and entry lane metering from Tully Road onto Highway 101 is a part of this study.

Other noteworthy studies and proposed projects include: the conceptual plan for the widening of Story Road from McLaughlin to Senter to six lanes targeted for City of San Jose Capital Improvement Program in the year 2004; and the Tully Road widening (to six lanes) from Senter to Lucretia, targeted in the CIP for the year 2003. Right of way issues associated with the widening of Lucretia Avenue to four lanes are expected to be addressed in the spring of 2003 and preliminary engineering targeted for the spring of 2007.

While regional traffic issues on the major streets will be better understood over the coming year, reducing local impacts of “cut-through traffic” within the neighborhoods, speed reduction measures, and improvements to pedestrian amenities, have been identified which deserve immediate attention.

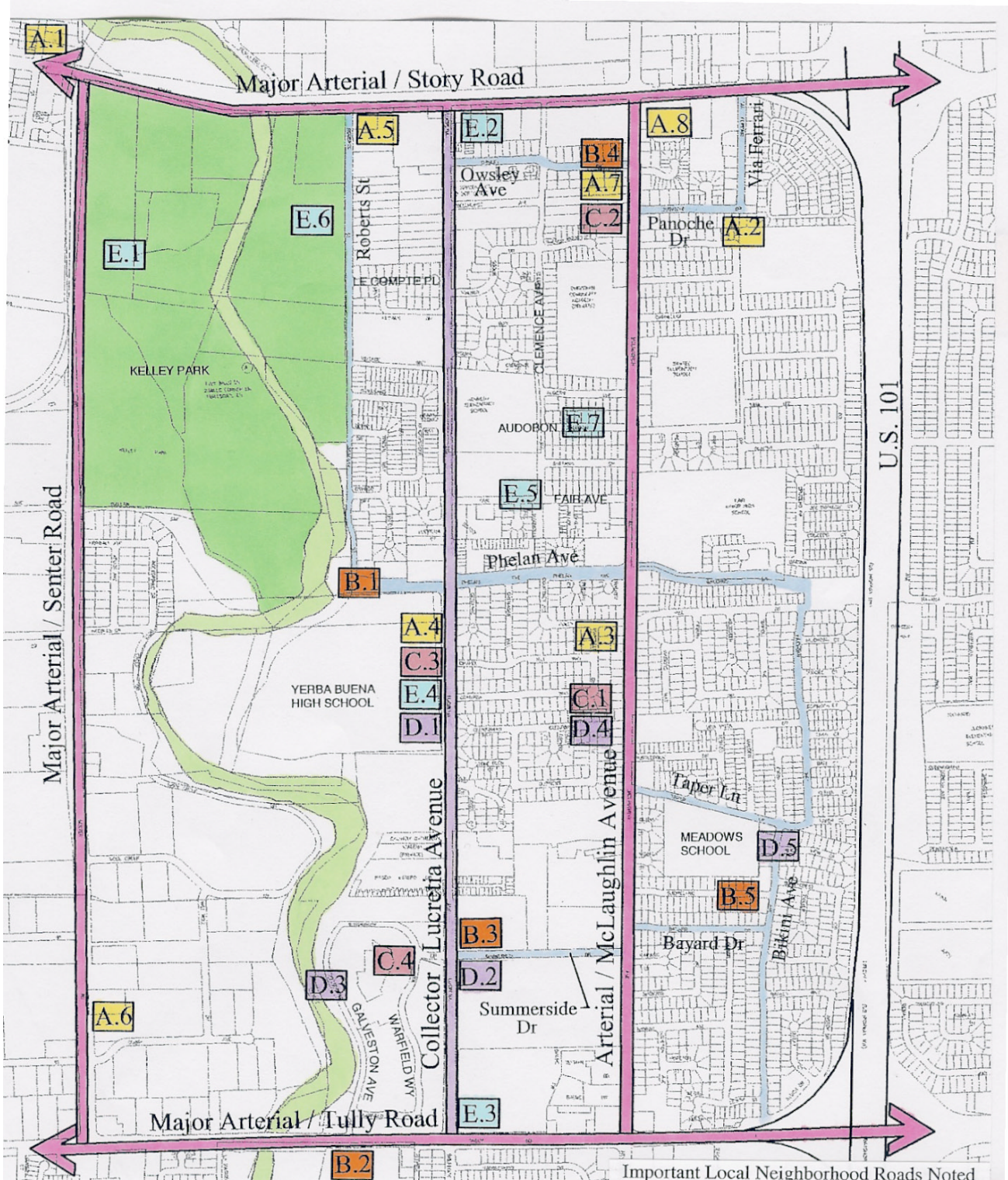
In addition to traffic concerns, residents also expressed a frustration with parking congestion. Understanding that the causes of parking congestion are complex and hard to solve, the community members grappled with the issue and decided that a possible solution would be to stripe the on-street parking spaces. The hope is that this will control inefficient use of curbside space and ultimately allow more cars to use those spaces on a regular basis.

Not surprisingly, conducting and implementing a **neighborhood traffic calming study and striping on-street parking in selected areas** of the SNI Plan Area was selected as a “Top Ten” priority.

These major traffic and parking improvement ideas address many of the specific traffic and roadway improvement needs listed in the table below and depicted on the accompanying Traffic and Parking Concept Plan diagram (Figure 6).

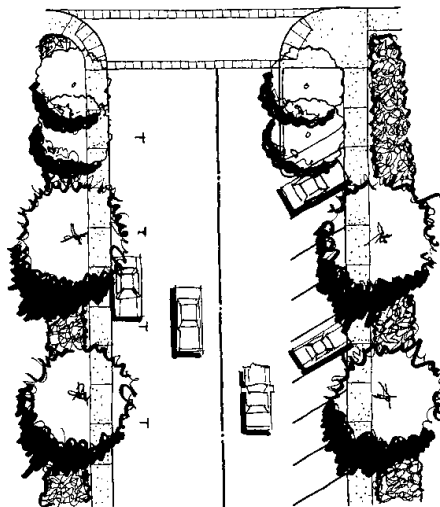
Table 3: Specific Areas of Traffic and Roadway Improvement Needs

Improvement Need		Location	
A	Regional Cut-Through Traffic & Speed Reduction	1	Story Road (east/west and as affected by Highway 280 10th/11th Street exit)
		2	Via Ferrari/Panoche Drive
		3	McLaughlin Avenue (north/south)
		4	Lucretia Avenue (north/south)
		5	Roberts Street, especially at Story Road intersection
		6	Senter Road (north/south)
		7	Owsley Avenue (Lucretia to McLaughlin)
		8	McLaughlin Avenue (right turn to Story Road East is too short)
B	Local Traffic Calming	1	Roberts Street (north/south) especially at Phelan Avenue
		2	Tully Road, especially at Galveston Avenue intersection
		3	Summerside Drive, especially at Lucretia Avenue
		4	Owsley Avenue/Clemence Avenue intersection
		5	Bayard Drive (evaluate possible application of speed bumps)
C	Pedestrian Crosswalk Needs	1	McLaughlin Ave. from Story Road to Tully Road
		2	McLaughlin Ave. at McLaughlin Park
		3	Lucretia Ave. at Yerba Buena High School
		4	Lucretia Ave. South of Summerside Drive
D	Neighborhood Parking	1	Lucretia Ave. from Phelan Ave. to Tully Road
		2	Summerside Drive from Lucretia Ave. to McLaughlin Ave.
		3	Galveston Ave./Summerside Drive and Warfield Way
		4	McLaughlin Ave. from Story Road to Tully Road
		5	Bayard Drive, Taper Lane, Bikini Ave. and other parking impacted, local streets within the Meadows School neighborhood, if appropriate
E	Other Traffic and Road Improvement Needs	1	Install a traffic light at the entrance to Kelley Park
		2	Evaluate and identify specific traffic improvement needs for the Story Road U-turn at Lucretia Avenue
		3	Evaluate and correct turning movement impediments at Lucretia Avenue and Tully Road intersection prepare
		4	Complete right of way improvements on Lucretia Avenue
		5	Complete sidewalk, curb and gutter on Fair Avenue from Lucretia Avenue to Clemence Avenue
		6	Complete sidewalk, curbs and gutter on Roberts Street from Le Compte Place to Story Road
		7	Provide a separate lane for right turns North on McLaughlin to Audubon

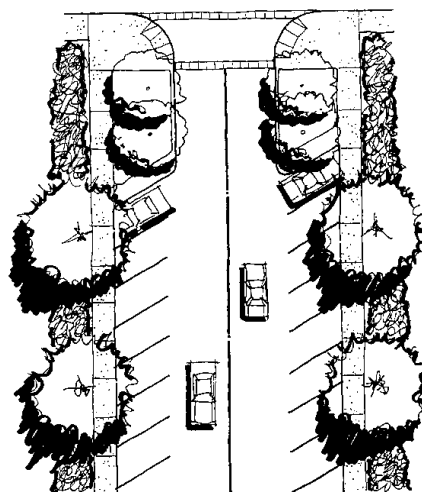


TRAFFIC AND PARKING CONCEPT PLAN DIAGRAM. Figure 6

*Design options for Lucretia Avenue
right-of-way of 90 feet with a 60 foot
curb to curb improvement.*



*Diagonal and parallel parking
shown conceptually.*



Diagonal parking on both sides.

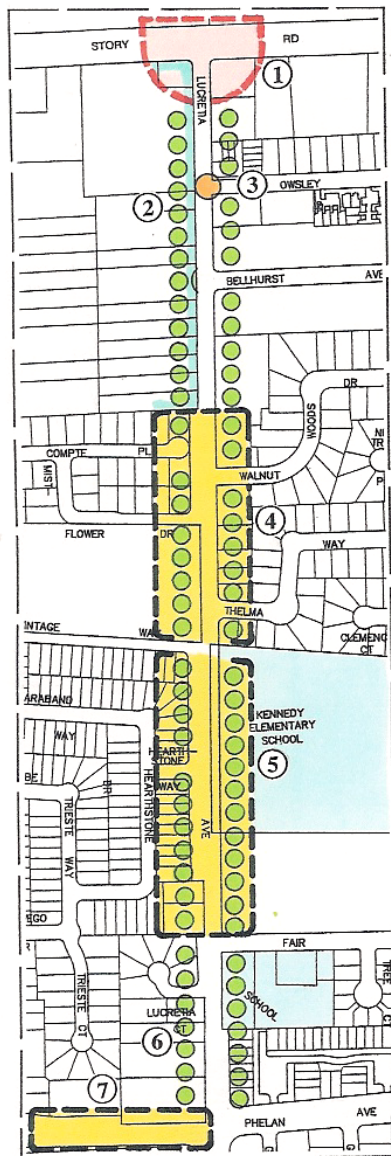
The community also knows that, in some cases, what's good for traffic may not be good at the local neighborhood level. For instance, the extension of Phelan Avenue across Coyote Creek from Roberts Street to Senter Road was once a part of the City's Transportation Plan and, at one point, was budgeted for improvement design and construction. While a few NAC members argued for the efficacy of this plan as a means of providing cross-traffic relief from Senter Road (Major Arterial) to McLaughlin Avenue (Arterial), others (mindful of the strong community feelings and debate occurring several years ago which culminated in a City decision to withdraw the plan) questioned the appropriateness of bringing this idea back.

This does not mean that big traffic improvement projects are not necessary. Lucretia Avenue, designated as a Collector, is not fully improved throughout its length from Story Road to Tully Road. Faced with many years of intermittent new improvements as development occurs, Lucretia Avenue improvements were made a "Top Ten" priority in the belief that aggressive planning and completion of this important Collector will help to balance and regulate traffic flow through the community. A comprehensive design plan for Lucretia should also explore alternative design solutions which can promote a safe pedestrian environment, alternative forms of on-street parking (such as diagonal), bicycle lanes, street trees and possibly linear mini-park elements.

Lucretia from Story to Phelan

Improve and Enhance:

- Roadway width & traffic
- Sidewalk, curb & gutter, storm drains
- On-street parking, bicycle lane
- Street tree enhancements

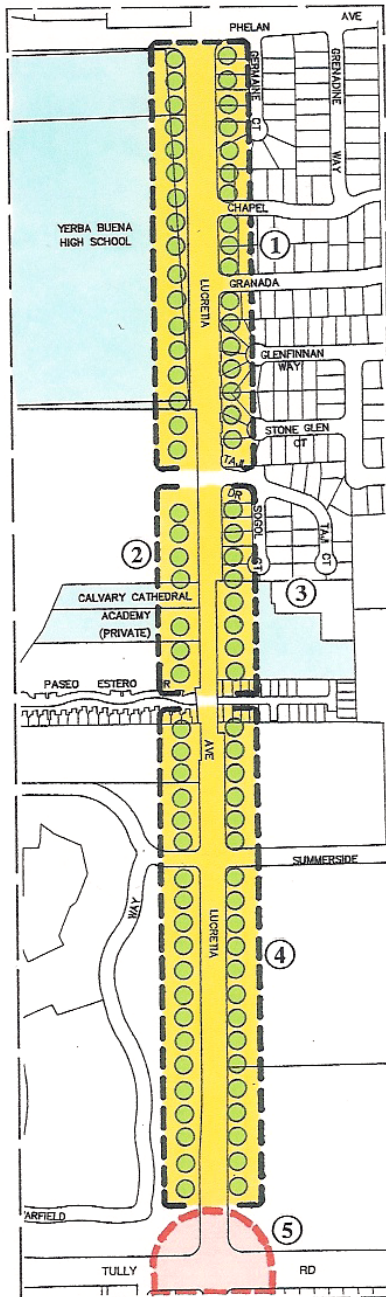


- 1 Story Intersection
Coordinate Story improvements & neighborhood entry statement
- 2 Story to Below Bellhurst
Redevelopment opportunity to acquire R.O.W. & improve curbs, gutters, sidewalks, street trees
- 3 Owsley Intersection
Incorporate Owsley traffic calming
- 4 Compte, Walnut, Thelma Area
R.O.W. opportunity for diagonal parking & pedestrian bulb-outs.
- 5 Kennedy School & Recreation
R.O.W. opportunity for diagonal parking & pedestrian crosswalk at Hearststone
- 6 Fair to Phelan
Street tree Enhancements
- 7 Phelan between Roberts & Lucretia
Coordinate & incorporate traffic calming measures

Lucretia from Phelan to Tully

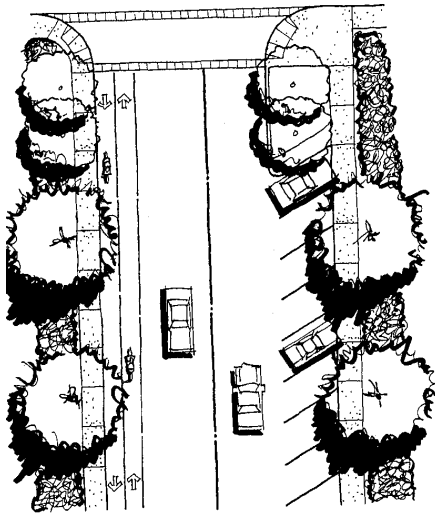
Improve and Enhance:

- Roadway alignment & traffic
- Infill sidewalk, curb & street tree
- On-street parking alternatives



- 1 Phelan to Taji Drive
Diagonal parking, pedestrian crosswalks with bulb-outs & possible median with pedestrian refuge to improve pedestrian safety at YBHS
- 2 Taji Drive to Paseo Estero Drive
Possible curve design road alignment, pedestrian crosswalks with bulb-outs
- 3 George Shirakawa Community Center
Diagonal parking to increase parking at GSCC, pedestrian crosswalks with bulb-outs, & possible median with pedestrian refuge to improve pedestrian safety.
- 4 Paseo Estero Drive to Tully Road
Evaluate & redesign on-street parking for diagonal with street tree wells, bulb-outs, other streetscape enhancements, & safe pedestrian crosswalks
- 5 Lucretia at Tully Intersection
Evaluate & correct turning movement impediments; coordinate with neighborhood entry statement

LUCRETIA AVENUE DESIGN CONCEPT PLAN. Figure 7



Diagonal parking with bike lane one side.

A concept design plan for Lucretia Avenue, Figure 7, illustrates several possible design concepts. In the northern portion, between Story Road and Phelan Avenue the unimproved portion of Lucretia Avenue permits design approaches which could include creation of a gently curving “S” shaped street to slow automobile traffic within a narrow travel lane design, allowing for adjacent mini-park space, parking, and landscape area. In the southern portion, the wide right-of-way could possibly be redesigned to allow diagonal parking on one side with parallel parking on the other (which could increase available parking spaces), or alternately, diagonal on one side with bike lane and no parking on the other (to encourage bicycle use). A distinctive street tree design could be integrated throughout the entire road improvement design plan.

McLaughlin Avenue, which has been fully developed, presents a different challenge, requiring equally strong attention. Pedestrian crosswalks and road intersection conditions permitting logical crosswalk facilities are limited. As a result, it is challenging for pedestrians to cross throughout most of its length. Coupled with this, the residents feel there is a high volume of truck and auto traffic and higher speeds. These conditions, perceived and real, make McLaughlin a barrier, dividing the community and unwelcome to those who attempt to cross it on foot. Addressing the improvement needs of McLaughlin Avenue was also made a “Top Ten” priority.



Parking along Phelan Avenue.

On-street parking from neighborhood to neighborhood is an example of how traffic and parking issues can be linked to other elements of the plan. Those neighborhood streets, choked with curbside parked cars and some cars crowded onto front lawns and driveways, are the same neighborhoods whose appearance is considered unsightly and where real or perceived overcrowding of mostly single-family homes warrants continued code enforcement. Here, Traffic and Parking, Neighborhood Form and Appearance, Land Use, and the Community Facilities & Services Goals all intersect.

Understanding that the causes of parking congestion are complex and hard to solve, the community members grappled with the issue. Over a dozen actions were identified to deal with on-street parking problems of automobiles and those caused by overnight truck parking ranging from aggressive enforcement of parking regulations to exploring ways to restrict living space additions to available parking space capacity in neighborhoods. Neighborhood permit parking will also be explored and implemented if feasible, but current policies require that the parking be impacted by spill-over from adjacent non-residential uses such as commercial and industrial uses – so this is not likely to resolve much of Tully-Senter’s issues. However, the desire to do something now raised neighborhood parking to a “Top Ten” priority.

One possible solution would be to stripe the on-street parking spaces. The action calls for striping neighborhood parking spaces on streets where there is broad support from affected residents. The thought is that by marking parking spaces, on-street parking will be used more efficiently.

Alternate transportation modes provided by bus transit and on street bike lanes seem to have a low profile role when the community thinks about solving traffic problems. Bus transit is considered to be a dependable, on time service requiring continued work with the Valley Transportation Authority (VTA) to ensure ongoing dependability.

Use of bike lanes for the journey to work does not appear to be significant, yet there is interest in promoting bicycle use by completing bike lane dedications and ensuring they are well striped and clear of refuse and debris. Community members are also concerned with improving the awareness of auto drivers regarding the safety needs of pedestrians and bicyclists. While the local and collector streets are perceived as uncomfortable by some bicyclists, there was considerable interest in the proposed Coyote Creek Trail from Kelley Park to Stonegate Park for bicycle and pedestrian users.

Land Use

The community's desire to retain the wide variety of housing and commercial retail shopping opportunities goes far to comment on their sense of community as it relates to existing land use. There is a sense that "We like it here"; which reflects on the intrinsic character of the neighborhoods and the convenience of local commercial shopping areas.

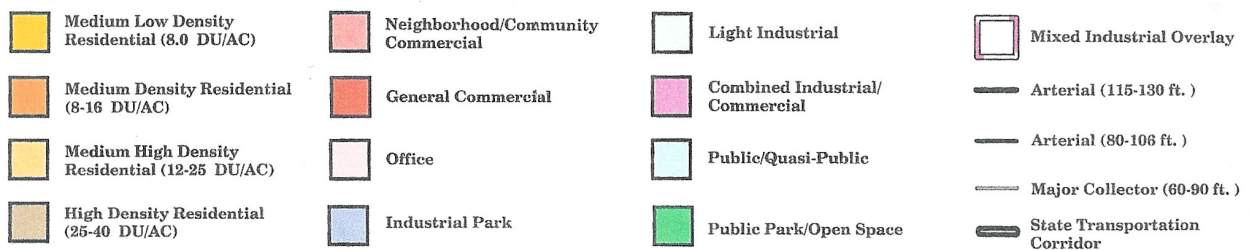
Yet the core values favoring the vibrant and affordable residential neighborhoods and the accessibility of commercial areas are offset by complaints about certain land uses and about over crowding, which residents feel have an undesirable effect on the community. The list of land uses which are of concern to residents includes the number of board and care facilities, liquor store proliferation especially in close proximity to school grounds, auto repair shops within or adjacent to residential neighborhoods, and "24-hour cafes" with the appearance of questionable activities.

A philosophy of conserving and sustaining the viable neighborhoods of Tully-Senter is a core value. Residents here belong to established neighborhoods and have a strong concern for sound land use development.

The San Jose General Plan Land Use Diagram for the Tully-Senter area is shown in Figure 4.



San Jose 2020 General Plan



GENERAL PLAN LAND USE DIAGRAM. Figure 4

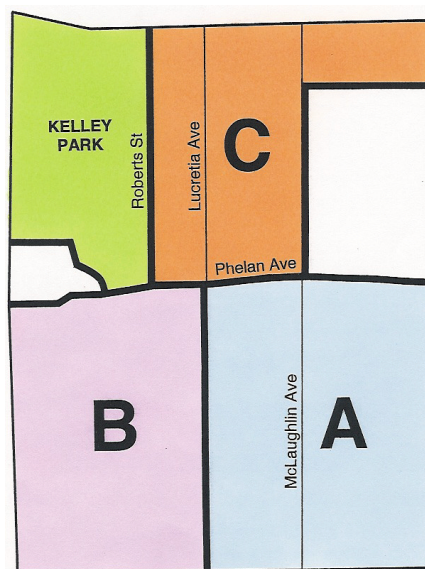
Parks & Recreation



Picnic benches at Kennedy Neighborhood Recreation Area.

A sense of community is often secured by the opportunities for neighbors and neighborhood children to join and play together in local parks and recreation facilities.

The dearth of close-to-home parkland is clearly a major impediment to achieving the sense of community in the neighborhoods of Tully-Senter. The ability of neighbors to get together for parties in neighborhood parks, evening family barbecues, or a casual soccer kick-around, when limited as much as it is in these neighborhoods, restricts the neighborliness that parks can provide.



Recreation Sub Areas.

Table 3, Potential Neighborhood and Community Serving Recreation Lands, identifies the amount of potential new park and recreational facilities that should be developed to offset existing deficits. The total existing facility need is determined to be 42 acres of new recreation land. Part of this need can be met by adding 15.3 acres of neighborhood park and community park space at the elementary schools and Yerba Buena High School/Carroll Ranch respectively. Additionally, 25.3 acres of mini-park, children-at-play streets and creek side neighborhood use areas can bring the total of new recreation land to 40.6 acres.

Table 4: Potential Neighborhood and Community Serving Recreation Lands

Park and Facilities Needs	Subareas						Totals		Needs Analysis	
	A		B		C				L.O.S. ³	Cumulative Balance
	4		4		4					
Total Existing Facilities and Needs	12.7	ac	1.7	ac	8.9	ac	23.3	ac	65.3	(42.0)
Potential Local Serving Recreation Land¹										
School/Neighborhood Parks Facilities										
New Elementary School /	4.7	ac	0.0	ac	2.9	ac	7.6	ac		
Neighborhood Parks										
New High School/Community Parks	0.0	ac	7.7	ac	0.0	ac	7.7	ac		
Subtotal	4.7	ac	7.7	ac	2.9	ac	15.3	ac		(26.7)
Other Local Serving Recreation Land²										
New Mini-Parks	1.8	ac	0.0	ac	0.0	ac	1.8	Ac		
New Creekside Neighborhood Use Areas	0.0	ac	2.7	ac	6.1	ac	8.8	ac		
Subtotal	11.6	ac	2.7	ac	11.0	ac	25.3	ac		(1.4)
Total Potential	16.3	ac	10.4	ac	13.9	ac	40.6	ac		(1.4)
Total Existing and Potential	29.0	ac	12.1	ac	22.8	ac	63.9	ac	65.3	(1.4)

Source: The Planning Collaborative

¹ Up to 2 acres/1,000 population of school playground level of service

² Minimum 1.5 acres/1,000 population level of service

³ L.O.S. for SNI area based on total estimated population of 18,663 (Source: Bay Area Economics)@ 3.5 ac/1,000 population excluding the population within the Rockspring and Santee SNI areas

⁴ See Recreation Sub Areas on page 4-18.



Potential mini-park site on Nisich Drive



George Shirakawa Community Center.

The community's approach to improving the amount of close-to-home park space and the range of recreation facilities is both realistic and creative. Although there is little vacant land within neighborhoods to develop for neighborhood parks, what little there is, is targeted for early action. A potential mini-park on Nisich Drive is targeted as a "Top Ten" priority. Other potential mini-park facility opportunities are to be pursued on a high priority basis.

The most practical and far-reaching proposal is to make maximum use of neighborhood school grounds for local park and recreation use. A neighborhood park on the grounds of the Meadows Elementary School was selected as a "Top Ten" priority, which can have immediate and long-range benefits. In the short term, successful implementation of this plan will vastly improve the park facilities within the Meadows School neighborhood, the most severely impacted within the planning area. If successful, this program can be readily duplicated at other schools within the planning area.

One of the most creative concepts involves acceptance of the enormous role that local streets already provide as play space in neighborhood streets teeming with children. The concept of "Children-At-Play" streets was born when community members simply asked, "Why not make these streets, already used for neighborhood play, safer and more useful for day-to-day recreation?"



*Plans for the Vietnamese
Cultural Garden.*

One idea to implement this concept was volunteered by the example of “pop-up” street signs, which warn vehicles to go slow in local mobile home parks. Another idea recognized that many neighborhood street systems include cul-de-sacs and indirect road loops (intended to deter through-traffic), which by their nature have reduced traffic flows and offer potential in-street havens to neighborhood children. Some residents embraced the idea as both feasible and workable on their street because it could improve on what was already present-day reality. Some expressed a reluctance to accept the idea on their own street, while acknowledging it as a good idea. Given the divided opinion amongst community members, additional community involvement and the review of legal and liability issues are necessary before this idea could become a reality. Future evaluation of the concept could focus on the streets outlined in Figure 8.

While everyone recognizes the benefits of Kelley Park and Coyote Creek, the inability to use these for local recreation seemed at first an impediment. However, several key ideas quickly emerged and ultimately one became a “Top Ten” priority.

Workshop participants recognized that the presence of Coyote Creek limits pedestrian access to Kelley Park, Shirakawa School and the future theater on the west side of the creek from the neighborhoods to the east (except when traveling by auto on the major arteries). In addition, features on the east side of the creek

such as the future Coyote Creek Trail alignment including the potential park on the present Carroll Ranch property, the Yerba Buena High School, the George Shirakawa Community Center and the new swim center at the end of Bacchus are equally inaccessible to neighborhoods on the west.

Despite this barrier, neighborhood kids often cross the creek on foot and play in the creek's woodlands after school. A plan for a pedestrian bridge near the junction of Phelan Avenue and Roberts Street to the grass bordering the riparian creek corridor below the parking lots was debated and adopted as a "Top Ten" priority. However, there have been two community meetings addressing the bridge location since this item was recommended by the NAC. There should be more community meetings to determine if there is sufficient support for this location or whether an alternative location should be selected. To augment neighborhood access to Kelley Park by walking in, a neighborhood shuttle service to Kelley Park is also proposed.

Other ideas for making greater use of Coyote Creek open space include:

- 1) Create a neighborhood walk-in, informal park area on Roberts Street just below the planned Vietnamese Heritage Garden where Coyote Creek woodlands can provide neighborhood picnic and passive recreation space. (There will also be some level of picnic improvements on the east side of Coyote Creek as part of the Kelley Park Master Plan within the next ten years.)
- 2) Support the

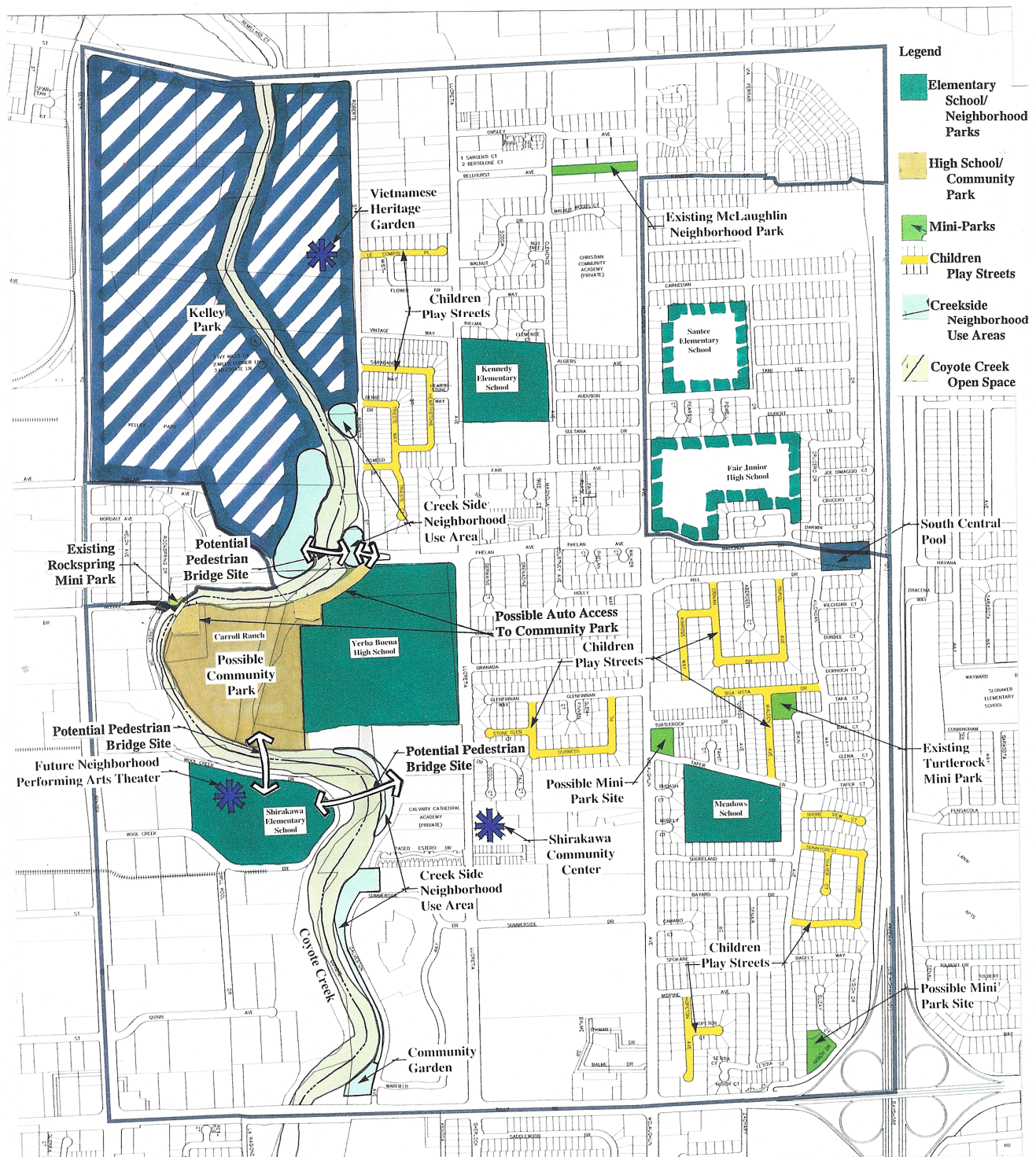
early planning and development of a new Coyote Creek trail connecting Stonegate Park which is south of Tully-Senter to Kelley Park. 3) Develop an “Adopt-A-Park”, “Adopt-A-Creek” partnership with the Summerside Homeowner Association adjacent to one portion of the creek and a similar partnership with homeowners in the Jeneane Marie Circle area to maintain border areas outside the 100 foot riparian corridor for passive neighborhood use and creekside clean up and stewardship.



Play structure at Meadows School..

Regardless of the many practical and creative measures adopted in the action program to improve the supply of neighborhood recreational parkland, the deficits will only be overcome by developing a new community park at the Carroll Ranch site west of Yerba Buena High School. The City is currently negotiating a possible land swap with the Carroll family. The fact that this property lies within a floodplain will have to be taken into account at the time the park is planned and constructed. This land sits on a U-shaped bend in Coyote Creek and could be accessed from Phelan Avenue through high school property. An exciting, integrated community park site plan, which makes efficient use of the creek oriented “back yard” of the high school, would be facilitated by a joint use approach between the City and the Union School District. This improvement is rated a high priority.

These key parks and recreation facilities improvement ideas are depicted on the accompanying Parks and Recreation Concept Diagram (Figure 7).



PARKS AND RECREATION CONCEPT DIAGRAM. Figure 8

The Nexus of Social and Cultural Values with a Bounty of Community Facilities and Services

The City of San Jose is a leader in its response to overcoming cultural and language barriers for new immigrants and its efforts to improve the effectiveness of community programs. Ultimately, the degree to which a sense of community is achieved is measured in the social and cultural values shared by a diverse community population. The level, ways and means of communication available in a community permits the growth of community identity and allows a sense of community to flourish.

The desire to make Tully-Senter a more cohesive community has the potential to be implemented through an extensive array of community facilities and services. The Strong Neighborhoods Initiative Planning Area is fortunate to build on many programs already in place. The George Shirakawa Community Center built only a few short years ago, provides a center for community life with morning to night programs for all ages.

Fair Exchange, a non-profit run community program located at Fair Middle School and opened May 13, 2000, provides significant resources for expanding the tools of community communication. The potential for Fair Exchange to expand its programming capabilities throughout the Tully-Senter area offers a significant opportunity to “jump-start” an effective program

without the delays often experienced in starting programs from scratch. The ability to expand community communication through newsletters, local television, video and broadcasting tools especially involving local students can be enormously beneficial. Although Fair Exchange has focused its services in the Santee neighborhood, efforts to expand its service area to all of Tully-Senter can be enhanced through additional support.

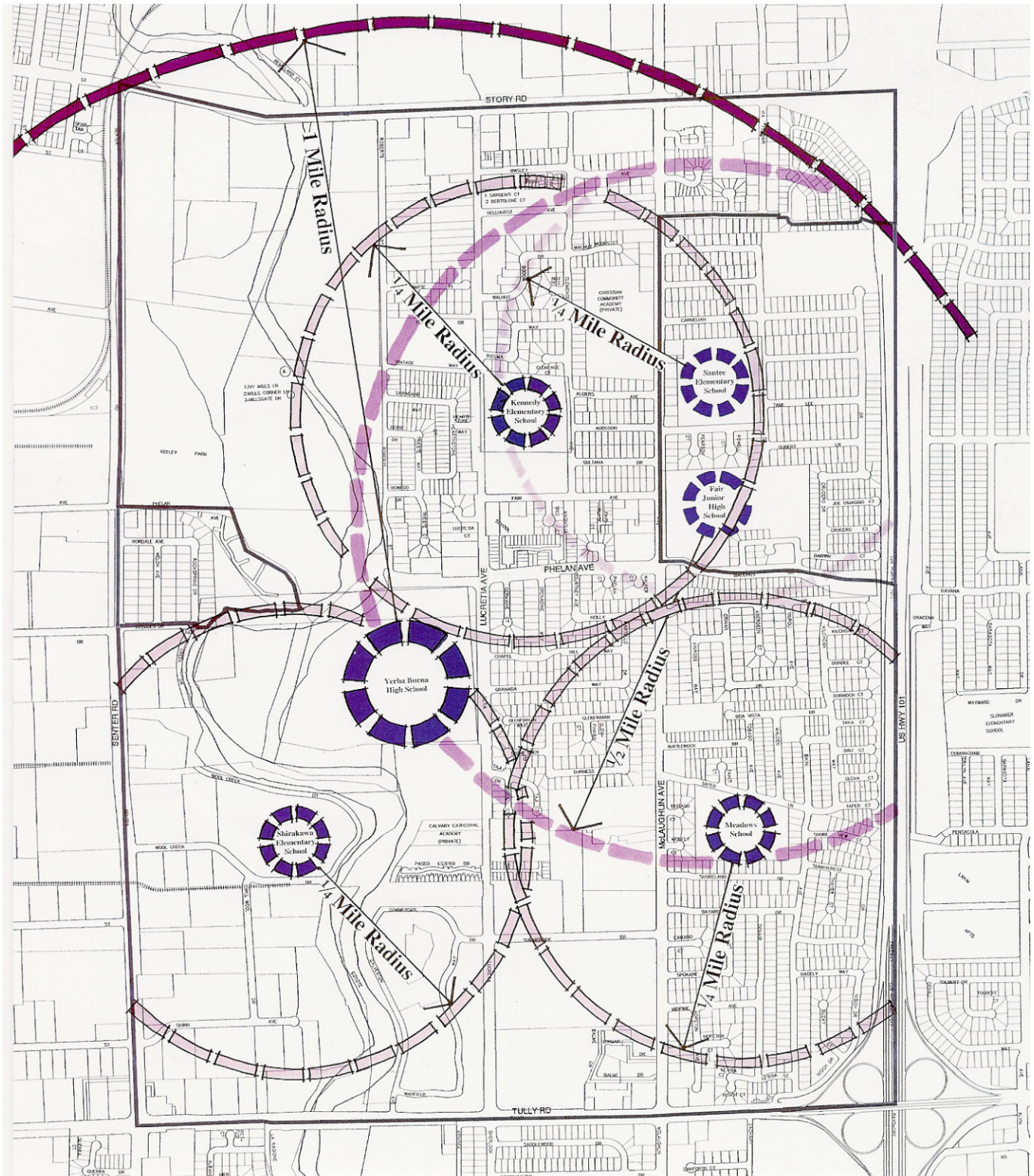
During the workshop process, the community was quick to recognize its rich ethnic and cultural diversity and need to foster neighborhood communication and the sense of community. What followed was an identification of over a dozen methods of fostering the wide range of community, neighborhood and inter-group communication ranging from neighborhood block parties to multi-lingual neighborhood newsletters. It is also clear that any list such as this is only a beginning, scratching the surface of what the community is aware of today, but leading to programs that can be a mainstay of the community tomorrow.

There is some concern about how to deal with the visible problems of the homeless, vagrants associated with the shelter afforded by freeway viaducts, and the day-workers who collect on corners hoping for day work.

There is no uncertainty about the sense of community safety and the status of crime. The community recognizes that the City's efforts through stepped-up policing and community programs, has in recent years, had significant impact on reducing crime and controlling gang activity. The Plan approach is to support implementation and community involvement in these programs.

One of the most significant "key ideas" to emerge from this plan is the concept of "Schools as Hubs" of community facilities. This concept of school based neighborhood services grew out of the recognition that schools were distributed somewhat evenly throughout the neighborhoods of the planning area. (See Figure 9: School Centered Community Facilities Concept Diagram). As one participant first pointed out, "Schools can really do more to serve our neighborhoods".

This concept emerged as a "Top Ten" priority action. It is an embryo of an idea, which seeks to increase the cooperation between the City and the school districts of Franklin McKinley and Eastside Union High School to expand and further develop the programs already based in the schools.



SCHOOL CENTERED COMMUNITY FACILITIES CONCEPT DIAGRAM. Figure 9

One last major idea to emerge from the planning process involves the concept of a new type of staff position located in and empowered to work on a broad range of community problems. Possibly a community “ombudsman”, code enforcement coordinator or neighborhood services staff position, this office would have the ability to respond rapidly and efficiently to neighborhood problems by interfacing with all connected City departments.

Redevelopment Opportunities

The experience of overcrowding resulting from the over use of low and medium density housing also creates a general concern for continued “build-out” of vacant and under utilized lands.

Table 1: Potential Development of Properties Classified as Vacant Land, presented in Chapter 2 (page 2-6), shows that 441 new dwelling units could be developed if the nearly 27 acres of vacant land were actually available. While much of this acreage appears to be unavailable for a variety of reasons – has an approved project, is located in a flood plain, etc. – housing could be built on some of these parcels. Housing could also be developed on lands considered under-utilized.

The prevalent concern within the community is that new residents would add to the already over-taxed park and recreation facilities and to local traffic congestion. The parks, community center and traffic improvement proposals in this Plan should help accommodate the new housing that could be reasonably expected on the small number of sites apt to be available for development.

Planning can also play an important role in assuring that future growth is positive. An area of approximately 21 acres, consisting of nearly 17 acres of underutilized land and four vacant parcels, provides an opportunity to plan for development and redevelopment of the whole area. Most parcels contain small cottages on narrow deep lots left over from the time this area represented the rural outskirts of the city. If developed on a parcel-by-parcel basis, resultant development is likely to be inefficient and non-cohesive.

Because cohesive development of the area would require coordination among a great number of individually owned parcels, the tools available through Redevelopment could be very useful. Community benefits, which could be achieved include a balanced mix of residential, public facilities and commercial use properties. Neighborhood park space for new residents and the existing Kennedy neighborhood could be implemented. Blighting land uses such as the overnight truck storage and repair on vacant lots could be cleaned up.



Chapter 5

Strategic Action Plan

Introduction



*Mayor Ron Gonzales addressing
Fair Exchange neighborhood center
grand opening.*

The purpose of the Strong Neighborhoods Initiative is to improve neighborhood conditions, enhance community safety, improve community services, and strengthen neighborhood associations. The Tully-Senter planning process has focused on identifying community assets and issues and the ways and means of improving the area. This chapter identifies the range of short-term and long-term implementation actions and mechanisms that may be employed to bring about the community's vision, goals, objectives, and actions set forth in this plan.

The Strategic Action Plan is organized in three parts. The first sets forth the "Top Ten Priority Actions" which identify the initial round of improvements which the community feels should be accomplished first to address the most immediate needs. The second section provides an "Action Matrix" in table form, which summarizes all of the actions identified in the community workshops. The third section describes the implementation phase of the program.

Top Ten Priority Actions



Hitting home run at George Shirakawa Community Center.

While the community had many creative and important ideas about ways to improve the Tully-Senter area, resource constraints (money and people) make it impossible to implement all of the identified actions at once. Through an inclusive community input process and a series of meetings, the Neighborhood Advisory Committee took on the difficult job of establishing a list of “Top Ten” priority actions from amongst the over one hundred actions identified by the community (see Action Matrix for a full list).

The Top Ten items (see abbreviated list on next page) represent some of the most urgent, far-reaching and important needs as identified by the community. These Top Ten priorities represent the actions that the community members are most committed to working with City staff to implement, and they are listed in priority order. These Top Ten items, described in greater detail on the following pages, will serve as an action agenda that defines where time, resources and money will be focused in the immediate future. However, these are intended as only the first step in plan implementation. The community should stay actively involved in tracking the progress on these items and reviewing the longer Action Matrix list for items to be moved up onto the community’s action agenda over time.

Top Ten Actions

1 – 10

- 1 Establish a “school hub”, a community facility that provides space for multiple service providers, at Fair Junior High School or Santee Elementary School. (p. 5-4).
- 2 Improve the McLaughlin Avenue right-of-way between Story and Tully Roads to reduce the effects of heavy traffic volumes and enhance pedestrian convenience and streetscape appearance. (p. 5-8).
- 3 Conduct and Implement Neighborhood Traffic Calming Studies and Stripe On-Street Parking Spaces in Selected Areas. (p. 5-12).
- 4 Develop a prototype school/City joint-use neighborhood park at the Meadows Elementary School. (p. 5-17).
- 5 Provide a code enforcement coordinator or “ombudsman” to address the whole range of code and nuisance problems present in the Tully-Senter community. (p. 5-20).
- 6 Build a pedestrian bridge over Coyote Creek (p. 5-22).
- 7 Maintain neighborhood street trees (p. 5-24).
- 8 Remove the unsightly chain link fence at the Highway 101/Tully Road interchange and replace with a high, resilient, and attractive fence and landscaping. (p. 5-27).
- 9 Complete Lucretia Avenue public right-of-way improvements from Story to Tully Roads. (p. 5-29).
- 10 Construct a mini park at a site located on Nisich Drive (p. 5-32).

ACTION 1



The Mayor and local student celebrate the Fair Exchange Opening.

ESTABLISH A “SCHOOL HUB”, A COMMUNITY FACILITY THAT PROVIDES SPACE FOR MULTIPLE SERVICE PROVIDERS AT FAIR JUNIOR HIGH SCHOOL OR SANTEE ELEMENTARY SCHOOL.

Issues

Community workshops identified a range of services and programs that are important unmet needs in the Tully-Senter area. These included after school programs, day care, teen centers, gang mediation, and senior centers. Since the potential for building or acquiring new facilities to house these services is remote at best, the community concluded that a creative solution was imperative, and found one in a concept they call “school hubs”.

The “School Hubs” program has the potential to be far-reaching, but will require careful thought and planning between the City, community service providers, and the School Districts if it is to develop into a substantial model for school-based community service.

Discussion

Schools campuses already function as an important focal point or “hub” for community services as an extension of their educational role in the community. Similar to the action related to joint-use agreements for parks and recreation on school grounds, the convenient location of schools within the Tully-Senter community is also an opportunity to help meet the

community facility resource needs of this area. With Meadows, Kennedy, and Santee Elementary Schools located generally within a ¼ mile radius of their neighborhood service areas, the Fair Junior High School accessible within a ½ to 1 mile radius, and Yerba Buena High School positioned to serve the entire area, generally within a mile radius, the schools are potentially the best locations to anchor additional community facility and service needs.

The progressive program of neighborhood communications and related activities (such as run by Fair Exchange) centered at the Fair Junior High School was identified as one example of the range of community services that school sites could potentially accommodate.

This pioneering effort would benefit from the same implementation strategy outlined under Action 7, Neighborhood and Community Parks Use of School Grounds, which is based on developing and implementing a prototype project at one school before replicating a model facility at other school sites. The site of the prototype project should be either the J.W. Fair Middle School or the Santee Elementary School.

This model facility should include facilities for all age groups and a wide range of community needs. A facilities program should be prepared, which could build on the concept created initially as part of the 1999 youth center proposal by the Asian Pacific Youth Partnership for the J.W. Fair Middle School campus.

City Recreation staff should use their expertise in community center development to work with the school district and community groups, such as Fair Exchange, to establish a new plan and program that identifies the types of services and buildings needed. Some preliminary ideas are to provide comprehensive services by including such facilities as a teen center, senior center, group and individual counseling rooms, community meeting rooms, after school and day care, occupational training facilities for adults and youth, community health and mental health out patient facilities, gang mediation and other functions that provide the community access to a wide range of resource needs.

There was some thought that the role schools play in the community could potentially be expanded to incorporate services such as neighborhood medical clinics, faith-based organizations, elderly care services or other service needs which lack funding or a home base.

An important first step in the development of this program is to develop a coalition approach by inviting all groups to contribute to the preparation of a project plan. This effort should include development of a model agreement between the appropriate parties to outline the ongoing operation of this facility itself.

Actions

- a) Establish an agreement with the appropriate school district with regard to use of land and/or building space for the school hub.
- b) Develop a plan and program that identifies the types of services and type of building or other space needed to accommodate those services.
- c) Create agreements about operation, maintenance and on-going responsibilities with relation to the school hub.
- d) Identify funding for construction and/or use of the school hub facilities.
- e) Construct building or other improvements identified in Actions b and c.
- f) Begin operating community-serving programs at school hub.

Feasibility Study: \$200,000

Development of Design: \$800,000

Building Costs: to be determined based on design, but generally \$300 per square foot

Program and maintenance costs: to be determined

Timing

Immediate (0 – 18 mos): step a

Short-term (0 – 3 yrs): steps b and c

Medium-term (4 – 6 yrs): steps d, e and f

Responsibility

- **Parks, Recreation & Neighborhood Services** (steps a, b, c, and d)
- **Franklin McKinley School District** (steps a, b, and c)
- **Community Service Providers** (steps d and f)

Related Projects

Coordinate this action with related action Neighborhood and Community Parks Use of School Grounds (4A1), and action Cooperative Agreement Between School Districts and City of San Jose (4A2).

ACTION 2



IMPROVE THE McLAUGHLIN AVENUE RIGHT-OF-WAY BETWEEN STORY AND TULLY ROADS TO REDUCE THE EFFECTS OF HEAVY TRAFFIC VOLUMES AND TO ENHANCE PEDESTRIAN CONVENIENCE AND STREETScape APPEARANCE.

Issues

McLaughlin Avenue is classified as an arterial roadway having a right-of-way width of 90 feet. Actual curb-to-curb dimensions vary, but generally are 64 feet, and provide four travel lanes and parking on both sides. It divides seven neighborhoods and is fully developed throughout its corridor. Four schools are adjacent or nearly adjacent to the roadway as is McLaughlin Park.

Concerns about heavy traffic volumes experienced on McLaughlin Avenue and associated issues of perceived speeding, the need for pedestrian enhancements, and impacts on adjacent neighborhoods give rise to the need to evaluate and analyze possible design alternatives and roadway improvements.

McLaughlin Avenue, between Story Road and Tully Road, is one of the major roadways of Tully-Senter impacted by regional traffic. Complaints about traffic conditions along McLaughlin range from heavily congested AM and PM peak hour traffic to speeding cars and trucks.

Concerns about the need for pedestrian enhancements along McLaughlin Avenue are a major issue for the community. Despite the 1.54 mile (8,125 feet) length of this arterial from Story Road to Tully Senter, there are only two intersections, at Phelan Avenue/Bacchus Drive and at Holly Hill Drive, which have pedestrian crosswalks. In addition, currently there is no pedestrian crosswalk at McLaughlin Park.

Discussion

It is hoped that planned regional traffic studies of Highway 101 and resulting freeway design improvements will ameliorate the cut-through traffic component contributing to these problems when implemented in the long-term future. However, several improvement remedies should be considered for implementation in the short to medium term.

A comprehensive right-of-way redesign should be undertaken which addresses traffic synchronization and speed control measures, pedestrian crosswalks, and streetscape appearance improvements.

Traffic movement modifications such as eliminating the left turn from Panoche Drive onto McLaughlin through use of a median, and providing a separate lane for right turns onto Audubon from McLaughlin Avenue and other similar treatments elsewhere along McLaughlin require evaluation.

The community would like to see mid-block crossings at most of the seventeen local streets with T intersections at McLaughlin Avenue. Three other intersections, at Audubon, Owsley Avenue and Summerside Drive/Commons, are offset and can accommodate at least partial crosswalks. A full range of crosswalk design treatments should be evaluated including pedestrian corner bulbs, median refuge islands, pedestrian actuated signals and lighted crosswalks.

Actions

- a) Working closely with the community, prepare a design plan for the improvement of McLaughlin Avenue.
- b) Identify any additional needs for dedication of road right of way.
- c) Explore funding sources for land acquisition (if necessary) and construction/installation of improvements.
- d) Prepare construction and engineering plans.
- e) Bid and contract the project.
- f) Construct/install McLaughlin Avenue improvements.

Cost

The cost of the arterial improvement design plan is likely to range from \$100,000 to \$200,000. Depending on selected plan alternatives, project construction improvement costs could range from \$1 to \$2 million.

Timing

Short-term (0 – 3 yrs): steps a, b and c

Medium-term (4 – 6 yrs): steps d, e and f

Responsibility

- **San Jose Redevelopment** (steps a, b and c)
- **Department of Transportation** (steps a, b and c)
- Department of Public Works (steps d, e and f)
- Department of Parks, Recreation & Neighborhood Services (help to coordinate community involvement)

Related Projects

Coordinate this action with related Top Ten Action pertaining to traffic calming and parking striping; the conceptual plan for the widening of Story Road; and the Tully Road/101 Interchange on-ramp study.

ACTION 3



CONDUCT AND IMPLEMENT NEIGHBORHOOD TRAFFIC CALMING STUDIES AND STRIPE ON-STREET PARKING SPACES IN SELECTED AREAS.

Issues

Traffic congestion has been considered by many to be the number one problem of the community. The area's major arterials are impacted by regional "cut through" traffic avoiding regional bottlenecks on Highways 280 and 101. Regional cut through traffic also impacts Lucretia Avenue, a major collector, and some local residential streets, such as Via Ferrari Avenue, Roberts Street and Phelan Avenue.

Similarly, local traffic appears to follow other "cut through" traffic patterns by avoiding the arterials and major collectors and utilizing residential side streets to make its way through the area. The community believes that this traffic tends to exceed speed limits. Streets particularly impacted by this cut through traffic are: Summerside Drive especially at Lucretia Avenue; Galveston Avenue at Tully Road; Roberts Street especially at Phelan Avenue; the Owsley and Clemence Avenues intersection; and the length of Bayard Drive.

The degree to which parking is a problem varies within the Tully-Senter community from neighborhood to neighborhood. At its worst, streets contain a continuous wall of tightly packed parked cars, which clutter the streetscape, detract from neighborhood appearance and make it difficult to maneuver in and out of parking spaces.

**Discussion**

Since traffic leaves the regional system because it is currently congested, only regional system improvements can solve the problem of regional traffic on city streets. Fortunately, the results of the current Highway 101 Traffic Flow Study are expected to eventually offer some relief from regional cut through traffic. This study is intended to identify the causes of congestion along Highway 101 from the 280/680 interchange to Capitol Expressway and to design configuration improvements to relieve that congestion. While early study findings are expected by the end of this year and the improvements are included in VTA's 20 Year Plan, the timing of the improvements is unknown at this time.

Cut through and fast moving traffic on neighborhood streets can be addressed through the City's traffic calming program. Traffic calming studies should focus on those streets identified by the community as having substantial cut through traffic, or undesirable vehicular speeds. See streets identified in Issues discussion above.

Traffic calming studies and appropriate calming measures should be developed in close cooperation with the occupants and owners of properties along the affected streets. In addition, care should be taken to avoid or mitigate traffic calming measures that might shift traffic impacts onto other streets.

For areas warranting traffic calming consideration, the City's Traffic Calming Policy addresses traffic issues first with basic traffic calming measures and, if those are insufficient, with appropriate Level 1 (goal is to slow traffic) or Level 2 (may include diverting or blocking traffic flows) measures. Traffic calming decisions, particularly at Levels 1 or 2, must be made only in close coordination with affected community members and other affected parties such as emergency or other service providers.

While the reasons behind the severity of the parking congestion in several areas of Tully-Senter are complex and not amenable to simple remedies, the community would like to try an interim solution at certain locations -- parking space striping, to control inefficient use of curbside space -- as an add on to the traffic calming program. Whether or not this approach is effective in all areas (in some cases it can actually reduce the available on-street parking supply), the decision to stripe on-street parking will require intensive community participation and support. The community has identified the following streets for priority consideration:

1. Lucretia Avenue from Phelan Avenue to Tully Road
2. Summerside Drive from Lucretia Avenue to McLaughlin Avenue
3. Galveston Avenue, Summerside Drive and Warfield Way
4. Roberts Street especially at Phelan Avenue
5. Bayard Drive and other parking impacted streets within the Meadows School area

Actions

- a) Monitor the progress of the Highway 101 Traffic Flow Study and the budget process for funding identified improvements.
- b) Lobby for early funding and construction of identified improvements.
- c) Working closely with community members, conduct traffic calming studies focused on the following locations:
 - Summerside Drive especially at Lucretia Avenue
 - Galveston Avenue at Tully Road
 - Roberts Street especially at Phelan Avenue
 - The Owsley and Clemence Avenues intersection
 - The length of Bayard Drive.
- d) Identify any appropriate traffic calming measures in each area, with participation of affected community.
- e) Install basic traffic calming measures as appropriate.
- f) Identify and design any necessary Level I or II traffic calming improvements with participation of affected community.
- g) Identify funding for improvements.

- h) If appropriate, install temporary Level I or Level II traffic calming measures.
- i) Monitor and evaluate temporary measures; obtain City Council approval for needed Level II improvements.
- j) Install final Level I or II improvements as appropriate.
- k) Work with community members along following streets to determine if on-street parking should be striped:
 - Lucretia Avenue from Phelan Avenue to Tully Road
 - Summerside Drive from Lucretia Avenue to McLaughlin Avenue
 - Galveston Avenue, Summerside Drive and Warfield Way
 - Roberts Street especially at Phelan Avenue
 - Bayard Drive and other parking impacted streets in the Meadows School area
- l) Stripe on-street parking spaces supported by affected community members.

Costs

Traffic calming studies: Staff costs absorbed in City Budget

Traffic calming measures: Estimated at \$75,000, details to be determined from studies

Parking ticks:

Timing

Immediate (0-18 mos): a, b

Short Term (0-3 yrs): c, d, e, f, g, k, l

Short to Mid Term (0-6 yrs): h, i, j

Lead Responsibility

DOT: c through g, i, k, l

DPW: h, j

Community organizations and members: a, b

ACTION 4



Meadows School



Play structure at Kennedy Neighborhood Recreation Area.

DEVELOP A PROTOTYPE SCHOOL/CITY JOINT-USE NEIGHBORHOOD PARK AT THE MEADOWS ELEMENTARY SCHOOL.

Issues

In order to overcome the deficiencies in neighborhood and recreational serving lands and facilities in the Tully-Senter area, the amount of local-serving recreational land would have to more than double in size and facilities to meet even existing population needs. Despite the existing park and open space resources and more recent efforts to add a mini-park and a skateboard facility within the area, there is simply not enough vacant land available to meet the demand in the neighborhoods that most require additional park space.

Discussion

It is evident that the strategic location of the neighborhood schools provides the opportunity to expand neighborhood park and recreation resources in the shortest possible time frame. The key to this solution is the cooperation that will be needed between the City and the School Districts to forge Joint Use Agreements. The Meadows Elementary School was selected by the community for development of the prototype because it is in the most park deficient neighborhood in the planning area. The prototype should include the experience of establishing a joint use agreement regarding property usage, facility and maintenance costs, time and monitoring of public recreational access and use.

This action proposes the development be replicated at other school sites along with a cooperative agreement between the School District and the City of San Jose.

The City and community should then explore additional agreements for joint use of outdoor facilities with other schools in the Franklin McKinley, Evergreen and East Side Union High School Districts.

Actions

- a) Prepare a facilities program and design plan for the Meadows Elementary School park with the School District and community participation.
- b) Based on site use, joint use area, capital and maintenance cost analysis determined during the prototype plan process, prepare and execute a Joint Use Agreement between the School District and the City.
- c) Select and design the components of the park with the participation of the community.
- d) Construct the park improvements.

Cost

Cost of park construction could range from \$565,000 to \$1,130,000¹ depending upon the number and intensity of recreation facilities (skateboard, court games, etc.) and the selected plan alternative.

¹ Calculated at \$100,000 to \$200,000 per acre times 1.20.

Timing

Short term (0-3 yrs): Steps a, b and c

Mid-term (4–6 yrs): Step d

Responsibility

- **Parks, Recreation, Neighborhood Services** (steps a,b,c)
- Department of Public Works (step d)
- Redevelopment Agency
- Council Office
- Franklin McKinley School District
- Neighborhood Associations

Related Projects

Coordinate this project with action School Hubs of Community Facilities (6A1).

ACTION 5

PROVIDE A CODE ENFORCEMENT COORDINATOR OR “OMBUDSMAN” TO ADDRESS THE WHOLE RANGE OF CODE AND NUISANCE PROBLEMS PRESENT IN THE TULLY-SENDER COMMUNITY.

Issues

The range and number of problems that confront the community, and which often feel overwhelming to individual citizens, were felt to require a direct solution. Presently, individuals must learn about a myriad of departments and agencies to report and resolve everything from general neighborhood nuisances to code violations or illegal activities. The concept of a local office dedicated to serve as a community sounding board and “one stop shop” for action emerged as a possible breakthrough solution.

Discussion

The community envisions this coordinator or ombudsman as not only a new staff position, but also as having a new kind of function -- one that deals with a range of Tully-Senter area problems from vehicle abatement to nuisances associated with problematic land use activities, building code and occupancy violations, and other neighborhood problems. This position could be filled by a new type of code enforcement officer or might grow out of the new community organizer positions recently created to serve the SNI program. This new staff position, however, should serve only Tully-Senter and should be empowered to have broad access to all City Departments

and be able to direct City resources to solve community problems.

In addition, this staff person should work with Code Enforcement to develop actions and strategies to improve the general response times to code enforcement complaints, especially those regarding the health and safety of the community.

It should be noted that the City's Code Enforcement Division already has assigned additional code enforcement resource people to the Tully-Senter area: a multiple housing inspector, a general code enforcement officer and a specially assigned SNI code enforcement officer.

Actions

- a) Identify funding for the new position.
- b) Establish the scope of responsibilities for the new position with the participation of the community.
- c) Hire the new code enforcement coordinator/ombudsman.

Cost

First year for one (1) inspector is \$75,500 plus \$20,000 for vehicle and \$74,500 for each subsequent year.

Responsibility

- **Planning, Building & Code Enforcement:** a, b, c
- Parks, Recreation & Neighborhood Services
- Neighborhood Associations
- Property Owners

ACTION 6



Coyote Creek access from Phelan Avenue at Roberts Street.

BUILD A PEDESTRIAN BRIDGE OVER COYOTE CREEK

Issues

Coyote Creek bisects the Tully-Senter community creating a barrier between the residences located primarily on the east side of the creek, and the park and other public facilities located on the west side of the creek such as Kelley Park, George Shirakawa Elementary School, the Franklin McKinley School District offices and the future community theater. In addition, there are two small neighborhoods on the west side of the creek, which need access to public facilities on the east side such as Yerba Buena High School, the soon to be opened South Central pool, and the future park behind the high school and the Coyote Creek Trail, thus further complicating community access to important public services. Area residents including students at the schools currently access facilities across the creek by fording the creek, sometimes a daunting trip, or walking or driving the long way around on Story or Tully Roads. The community feels that better access to these facilities would substantially increase their value and level of service for area residents.

Discussion

The community has identified three potential locations for a pedestrian bridge that would provide an efficient connection between area residents and basic public facility destinations. The community and NAC will select the specific bridge location that meets the community's objectives in a process that considers each of the alternative sites. See Figure 8 for the

three potential locations. Wherever a potential bridge is located, security and visibility are a particular concern. The bridge project would need to include a public street terminus at either end of the bridge to allow for police surveillance and also for better informal community surveillance of activities occurring on the bridge. Related facilities may include a small parking area or on-street parking.

Actions

- a) Select the bridge location with participation from community members and stakeholders (such as School Districts and Water District).
- b) Decide if parking facilities should be included and what kind.
- c) Design the bridge and related parking facilities with community participation, per Actions a and b.
- d) Identify funding for the bridge.
- e) Complete engineering and construction drawings.
- f) Bid the bridge project; select the contractor.
- g) Construct the bridge.

Costs

Assuming construction of a 140-150 foot bridge span, cost is approximately \$1 million, including all design and environmental clearance work.

Timing

Short term (0-3 yrs): Steps a and b

Mid Term (4-6 yrs): Steps c, d, e, and f

Long Term (7-10 yrs): Step g

Responsibility

Parks, Recreation and Neighborhood Services: a, b, c, d

Department of Public Works: e, f, g

ACTION 7



MAINTAIN NEIGHBORHOOD STREET TREES.

Issues

The street trees of Tully-Senter are one of the community's most cherished assets. Arterials, collectors and local streets are lined predominantly with Sycamore trees (*Platanus acerfolia*). In summer, the streets are framed and shaded by Sycamores; sidewalks are dappled with shade. Falling leaves mark the autumn months with seasonal color. This changing setting characterizes the area visually.

Residents want more continuity and more uniformity of street trees from street to street. While some streets are wonderful to pass through, others lack street trees, and in some cases, the trees have been cut down by local residents (see Action 1A2, Street Tree Replacement).

Discussion

In San Jose, the responsibility for care and maintenance of the street trees and parking strip in which they are located rests with the adjacent property owner. (The property owner also has responsibility for the repair of any damage caused by trees to the sidewalk.) The approved subdivision or development permit usually stipulates a street tree be planted in front of each new family residence (and in front of industrial and commercial buildings) at the time of development.



Street tree maintenance and trimming occurs on a neighborhood-wide basis and is carried out by the Department of Transportation. Trees are intended to be pruned on an average 10 to 15-year cycle. The actual tree trimming cycle at a given location may be much longer. In addition, trees are trimmed for pedestrian and vehicle clearance (13 feet above the street) just prior to any street repair work or in response to community complaints. Any other maintenance is the responsibility of the individual property owner. The City's Arborist Office (at 408-277-2762) is available to advise homeowners regarding trimming, planting, tree removal, permits, etc.

A non-profit corporation, Our City Forest, provides a supplementary service by working with community volunteer groups to plant trees along streets, in parks, schools and open space areas. When helping neighborhoods to replace missing street trees, the organization works directly with neighborhood associations and homeowners who enter into a "stewardship" agreement to plant and maintain street trees (for three years) in front of their properties. Our City Forest does not maintain street trees on any other basis.

From the community point of view, more is needed to ensure that this important asset of neighborhood appearance is nurtured, protected, and sustained. This will require developing and funding a special program designed to address the long-term horticultural maintenance needs of the street trees of Tully-Senter.

Actions

- a) Prepare a street tree inventory by street type (arterials, collectors, local streets), species, spacing, height, and horticultural and other relevant conditions. Coordinate the inventory with work by Our City Forest under a Replacement Tree Survey (see Action 2).
- b) Prepare a street tree maintenance program; determine horticultural and structural needs, appropriate maintenance cycle, and any disease-related problems to be addressed.
- c) Locate funding to support the program.
- d) Implement the tree maintenance program.
- e) Continue to pursue long term funding, if necessary.

Cost

\$85 per tree for structural trimming.

Timing

Short term (0-3 yrs): Steps a, b, and c

Ongoing/short term: Steps d and e

*Tully-Senter is scheduled for tree trimming in FY2005-06.

Responsibility

Department of Transportation, Infrastructure Maintenance (steps a, b, c, d, e),

Neighborhood Advisory Committee (step e).

Local neighborhood associations (step e).

Related Projects

Coordinate this action with the Street Tree Replacement Program (Action 2), Our City Forest, involved neighborhood associations, and Action 29, Distinct Streetscape Enhancements for Major Streets.

ACTION 8

REMOVE THE UNSIGHTLY CHAIN LINK FENCE AT THE HIGHWAY 101/TULLY ROAD INTERCHANGE AND REPLACE WITH A HIGH, RESILIENT, AND ATTRACTIVE FENCE AND LANDSCAPING.

Issues

The Highway 101 interchange at Tully Road forms a visual gateway to the Tully-Senter area for regional visitors. The standard CalTrans chain link fence design and limited landscaping detracts from this important element of the community.

Discussion

The community desires an improved appearance for this portion of the interchange. This chain link fence is regularly vandalized by unknown persons who may be transients, who are suspected of living under the freeway overpass and breaking through the fence to cut through the adjacent neighborhoods. By removing and replacing the chain link fence with a continuous, aesthetically pleasing fence, both problems could be resolved. In addition to constructing a fence, some type of fast-growing drought resistant vine should be started along the fence as soon as possible.

Actions

- a) Negotiate an agreement with CalTrans to replace the chain link fence with an attractive new fence and complimentary landscaping, utilizing both CalTrans and City Rights-of-Way.
- b) Prepare plans for the new fence and landscaping with community input.
- c) Identify funds for installing the fence and landscaping.
- d) Install the fence and landscaping.

Cost

\$25,000 (including permitting work, design, materials, and installation)

Timing

Immediate (0-18 mos): Steps a and b

Short term (0-3 yrs): Steps c and d

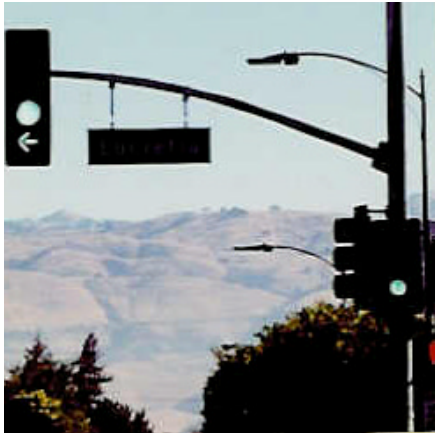
Responsibility

- **Department of Transportation** (steps a, b and c)
- CalTrans
- Department of Public Works (steps c and d)

Related Projects

Coordinate with action Distinctive Streetscape Enhancements for Major Streets.

ACTION 9



COMPLETE LUCRETIA AVENUE PUBLIC RIGHT-OF-WAY IMPROVEMENTS FROM STORY TO TULLY ROADS.

Issues

Lucretia is classified as a Major Collector. Roadways with this designation typically have a right of way width of 60 to 90 feet. It is intermittently improved from Story Road to Phelan Avenue. Along Lucretia, the actual right of way varies from 50 to 200 feet and curb-to-curb improvements vary from approximately 56 to 90 feet.

In some places, where properties are built to old, rural design standards or are undeveloped, road lanes are minimal and curb and sidewalk improvements are absent. On-street parking lanes are sporadic throughout this section. The street is only improved to full plan standards as new development occurs.

Sidewalk, parking strip, and curb-to-curb improvements are mostly complete from Phelan Avenue to Tully Road. Yet the fully improved right-of-way varies from the widest portion at Yerba Buena High School to the narrow right-of-way at Paseo Estero Drive. The right-of-way width in this section is 100 feet and curb-to-curb improvement width is 80 feet (these dimensions appear again at the intersection of Lucretia with Tully Road). Land use conditions include some of the highest density apartment and condominium complexes within the area, which place a premium on available on street parking along Lucretia Avenue.

Discussion

The community feels that completing the Lucretia right of way improvements will eliminate obstacles to regular traffic flow, reduce unnecessary lane changes, add bike lanes and parking, and provide opportunities for adding a variety of pedestrian improvements including corner bulbouts and appropriate crosswalks.

Standard improvements should include four travel lanes, curbs, gutters, sidewalks, and storm drainage along the full length of Lucretia Avenue from Story to Tully Roads.

Action Program

- a) Explore early dedication of road right of way prior to adjacent land development and standard dedication process especially in the section from Story Road to Phelan Avenue.
- b) Identify funding sources for land acquisition and construction.
- c) Design street improvements with input from the community.
- d) Evaluate various on-street parking alternatives as part of the improvement plan from Story Road to Phelan Avenue, and especially from Phelan Avenue to Tully Road. Include consideration of diagonal curbside parking in combination with parallel parking.
- e) Prepare engineering and construction plans.
- f) Bid and contract the Lucretia Avenue project.
- g) Construct Lucretia Avenue improvements.

Costs

The cost of right of way acquisition is unknown at this time. Plan development and construction improvement plan costs could range from \$300,000 to \$500,000. Depending on selected plan alternatives, project construction improvement costs could range from \$1.5 to \$2.0 million.

Timing

Immediate (0-6 mos): a, b

Short Term (0-3 yrs): c, d

Medium Term (4-6 yrs): e, f, g

Responsibility

- **Department of Transportation:** a, b, c, d
- Department of Public Works: e, f, g
- Redevelopment Agency
- Department of Parks, Recreation & Neighborhood Services

Related Projects

Coordinate this action with related Top Ten Action pertaining to Neighborhood Traffic Calming and Parking Striping; the conceptual plan for the widening of Story Road; the Tully Road/101 Interchange on-ramp study; and Lucretia Avenue Mini-Park Potential (Action 4B4).

ACTION 10



*Potential mini-park site on
Nisich Drive.*

CONSTRUCT A MINI PARK AT A SITE LOCATED ON NISICH DRIVE

Issues

The Meadows neighborhood has the greatest deficiencies in close-to-home park and recreation space. In addition to the efforts to expand recreation facilities at the Meadows Elementary School, a rare opportunity to acquire land and develop a neighborhood mini-park is presently available on Nisich Drive. A .96-acre parcel subdivided for single-family residential use has remained vacant and in a single ownership for many years. Obtaining this land for mini-park use would help meet local park and recreation needs.

Actions

- a) Identify funding sources for land acquisition.
- b) Pursue land acquisition as soon as possible prior to possible applications for land development.
- c) Prepare Parks Master Plan, selecting park facilities and features, with participation of community.
- d) Identify funding for construction of the park.
- e) Construct Park Improvements.

Cost

The cost of land acquisition is estimated at \$2.75 million. Cost of designing and construction of the park is estimated at \$1.5 million based on typical pocket park design.

Timing

Identification of funding: Immediate to short-term (0-3 yrs)

Land acquisition: Immediate to short-term (0-3 yrs): Step a

Design of park: Short-term (0-3 yrs): Steps b, c, and d

Construction: Medium term (4-6 yrs): Step e

Responsibility

- **Parks, Recreation, Neighborhood Services:** a, b, c, d
- Department of Public Works: e
- Neighborhood Association



Young resident contemplates neighborhood future.

Action Plan Matrix

The matrix presented on the following pages is intended as an inventory of the actions the community has identified as being key to realizing the community's shared vision for the future. Although the top priority actions detailed in the previous section were highlighted by the community as being of particular importance, each of the actions listed in the Action Matrix should be initiated as soon as possible, as each action is a step that will bring Tully-Senter a step closer to the community's desired future. The Action Matrix is organized by the goals defined earlier in the Plan:

- 1. Achieve an attractive and orderly looking neighborhood.*
- 2. Promote accessibility, parking, and safety for local streets by residents while reducing the adverse impacts of cut-through traffic.*
- 3. Retain the wide variety of housing and commercial retail shopping opportunities.*
- 4. Enhance and improve neighborhood connections and utilization of Kelley Park and Coyote Creek open space and trails while expanding close to home neighborhood-serving parks.*
- 5. Celebrate the rich ethnic and cultural diversity of the area while fostering neighborhood communication, unity and inclusion.*
- 6. Improve community facilities and services on all community levels.*

The list contained in the Action Matrix includes large and small tasks alike, from developing new parks in the neighborhood to reporting pothole maintenance needs. For each action on the list, there is additional information identified such as community priority level (high, medium or low); implementation timeframe (immediate: 0-1.5 years, short: 0-3 years, medium: 4-6 years, or long: 7+ years, as well as projects which are ongoing); responsible parties (including lead City Departments and additional partners); Key City Service Area; and potential funding sources applicable to each action. Top priority actions have been highlighted with shaded boxes. A glossary of acronyms listed in the matrix is located at the end of this section.

Neighborhood Appearance and Maintenance Goal

Achieve an attractive and orderly looking neighborhood.

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
OBJECTIVE: Continuous Tree-Lined Streets						
1	<ul style="list-style-type: none"> ▪ Maintain neighborhood street trees. 	Top Ten	Immediate/ Ongoing	Property Owners DOT Nbhd Assoc.	EAND EAUS	Our City Forest CAP Grants Private Funds
	a) Prepare a street tree inventory by street type, species, spacing, height, trunk diameter, and horticultural and other conditions. Coordinate the inventory with work by Our City Forest under a Replacement Tree Survey (see action 2)	Top Ten	Immediate/ Ongoing	Property Owners DOT Nbhd Assoc.	EAND EAUS	Our City Forest CAP Grants Private Funds
	b) Prepare a street tree maintenance program which determines: <ul style="list-style-type: none"> ▪ Horticultural and structural needs ▪ Appropriate maintenance cycle ▪ Any disease related problems to be addressed 	Top Ten	Immediate/ Ongoing	Property Owners DOT Nbhd Assoc.	EAND EAUS	Our City Forest CAP Grants Private Funds
	c) Locate funding to support the program.	Top Ten	Immediate/ Ongoing	Property Owners DOT Nbhd Assoc.	EAND EAUS	Our City Forest CAP Grants Private Funds
	d) Implement the tree maintenance program.	Top Ten	Immediate/ Ongoing	Property Owners DOT Nbhd Assoc.	EAND EAUS	Our City Forest CAP Grants Private Funds

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	e) Continue to pursue long term funding, if necessary.	Top Ten	Immediate/ Ongoing	Property Owners DOT Nbhd Assoc.	EAND EAUS	Our City Forest CAP Grants Private Funds
2	Street Tree Replacement. Replace missing neighborhood shade street trees by working with Our City Forest and local neighborhood associations to encourage and assist property owners and neighborhoods to enter into a stewardship program to plant and maintain street trees in front of their properties.	High Priority	Immediate/ Ongoing	Nbhd Assoc Property Owners Our City Forest	EAND EAUS	Our City Forest CAP Grants General Fund
	a) Neighborhood Organization. Organize neighborhood associations to sponsor tree replacement program and to elect block captains.	High Priority	Immediate/ Ongoing	Nbhd Assoc Property Owners Our City Forest	EAND EAUS	Our City Forest CAP Grants General Fund
	b) Replacement Tree Survey. Work with Our City Forest to conduct block-by-block neighborhood survey of replacement tree needs and homeowner willingness to participate program.	High Priority	Immediate/ Ongoing	Nbhd Assoc Property Owners. Our City Forest	EAND EAUS	Our City Forest CAP Grants General Fund
	c) Stewardship Agreements. Work with neighborhood associations and Our City Forest to promote letter agreements for stewardship between homeowners and Our City Forest for three-year tree maintenance program.	High Priority	Immediate/ Ongoing	Nbhd Assoc Property Owners. Our City Forest	EAND EAUS	Our City Forest CAP Grants General Fund
3	Parkway Strip Maintenance. Encourage property owners to maintain and clean parkway between curb and sidewalk within neighborhoods.	Medium Priority	Immediate/ Ongoing	Property Owners Nbhd Assoc.	EAND	Our City Forest CAP Grants General Fund

Neighborhood Appearance and Maintenance Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
4	Tree Root Sidewalk Uplift Problems. Encourage property owners to work with the City's DOT to address tree root uplift impacts on sidewalks.	Medium Priority	Immediate/ Ongoing	DOT Property Owners Nbhd Assoc.	TS EAND	Sidewalk Grant Program RDA CDBG
	a) Tree Root Damage Repair. Repair damage to curbs, gutters, and sidewalks resulting from tree roots.	Medium Priority	Immediate/ Ongoing	DOT Property Owners Nbhd Assoc.	TS EAND	Sidewalk Grant Program CDBG
	b) Root Guard Installation. Install root guards to protect both the tree and public infrastructure.	Medium Priority	Immediate/ Ongoing	DOT Nbhd Assoc. Property Owners	TS EAND	Sidewalk Grant Program CDBG
5	Street Tree Standards. Review City street tree standards to resolve any conflicts with the street light and street tree policies (Light Safety).	Low Priority	Short	DOT	EAND PSS	General Fund
OBJECTIVE: Good looking School Buildings, Grounds and Public Areas						
6	School Building Facelifts. Promote partnerships between the City and local schools to provide building facelifts for local schools	Low Priority	Medium	School Districts City/School Liaison Council Office	EAND RACS	School Districts General Fund RDA
7	Creek Garbage Dumping. Work with the Santa Clara Valley Water District to control garbage dumping into Coyote Creek.	Medium Priority	Immediate/ Ongoing	Nbhd Assoc SCVWD PRNS (Parks Planning)	EAUS EAND	Adopt-a-Creek Program San Jose Beautiful Grants

Neighborhood Appearance and Maintenance Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
8	Remove the unsightly chain link fence at the Highway 101/Tully Road interchange and replace with a high, resilient, and attractive fence and landscaping.	Top Ten	Short – Medium	DOT CalTrans DPW	TS	CalTrans City Budget
	a)Negotiate an agreement with CalTrans to prepare a design plan, encompassing CalTrans and City Right-of-Ways to replace the chain link fence with an attractive new fence and complimentary landscaping.	Top Ten	Short – Medium	DOT CalTrans DPW	TS	CalTrans City Budget
	b)With community input, prepare plans for the new fence and landscaping.	Top Ten	Short – Medium	DOT CalTrans DPW	TS	CalTrans City Budget
	c)Identify funds for installing the fence and landscaping.	Top Ten	Short – Medium	DOT CalTrans DPW	TS	CalTrans City Budget
	d)Install the fence and landscaping.	Top Ten	Short – Medium	DOT CalTrans DPW	TS	CalTrans City Budget
9	Highway 101 On/Off Ramp Landscape Program. Work with CalTrans to landscape the Hwy 101 on/off ramps at Tully and Story Roads with low maintenance vegetation	Medium Priority	Short	CalTrans Nbhd Assoc. DOT	EAND TS	CalTrans
10	Creek/Freeway Chain Link Fence Design. Work with the City and SCVWD to change or improve chain link fence design used along creeks and freeway on/off ramps	Low Priority	Short	SCVWD Nbhd Assoc. PRNS	EAND TS	SCVWD

Neighborhood Appearance and Maintenance Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
11	Kennedy Elementary Playground Maintenance. Improve Kennedy Elementary playground maintenance, especially baseball back stops.	Medium Priority	Immediate/Ongoing	Franklin McKinley School District PRNS	RACS	School District General Fund
12	Public Right-of-Way Landscaping Maintenance. Maintain public landscaping on City-owned property in public right-of-way arterials.	Low Priority	Short/Ongoing	DOT Nbhd Assoc.	EAND TS	General Fund
13	Public Parks. Improve the maintenance and appearance of public parks.	Low Priority	Short/Ongoing	PRNS (Parks Maintenance) Nbhd Assoc	RACS	Adopt-a-Park Program General Fund
14	Increase Annual Clean Up Events. Explore the possibility of holding at least two clean-up/dumpster events per year in each neighborhood.	Medium Priority	Immediate/Ongoing	Nbhd Assoc PBCE (Code Enforcement) PRNS (Nbhd Services) City Council	EAND EAUS	General Fund Nbhd. Beautification Grants CAP Grants
OBJECTIVE: Residential Front Yard and Side Yard Upkeep						
15	Homeowner Property Cleanup. Encourage owners of single-family houses to maintain their front and side yards.	Medium Priority	Short/Ongoing	PBCE (Code Enforcement) Nbhd Assoc.	EAND	General Fund
16	Apartment Property Cleanup. Encourage owners of apartment complexes to maintain their front and side yards.	Medium Priority	Short/Ongoing	PBCE (Code Enforcement) Tri-County Apt Assoc. PRNS	EAND	General Fund
17	Cleanup Incentives. Create incentives and sanctions to encourage renters and homeowners to clean up their front and side yards.	Medium Priority	Short/Ongoing	PBCE (Code Enforcement) PRNS	EAND	General Fund

Neighborhood Appearance and Maintenance Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
18	Front Lawn Parking Enforcement. Enforce the Front Lawn Parking and Pavement Ordinance to reduce and control parked cars in front yards. (No more than 50% of the front setback area may be paved).	Medium Priority	Short/Ongoing	PBCE (Code Enforcement) Nbhd Assoc	EAND	General Fund
19	Yard Beautification and Upkeep Workshops. Offer one-day workshops to all Tully-Senter property owners and managers to provide information and training on yard beautification and upkeep techniques, proper maintenance, and City programs and services.	Medium Priority	Short/Ongoing	PBCE (Code Enforcement) PRNS	EAND	General Fund
OBJECTIVE: Clean Streets and Streetscapes						
20	Street Sweeping. Keep streets, curbs and gutters free of litter and debris.	Medium Priority	Short/Ongoing	DOT Nbhd Assoc.	TS	General Fund
21	Alternate Parking. Facilitate street cleaning with alternative side-of-street parking.	Medium Priority	Short/Ongoing	DOT Nbhd Assoc.	TS	General Fund
22	Junked Car Removal. Remove abandoned/junked cars and auto parts.	Low Priority	Short/Ongoing	PBCE (Vehicle Abatement)	EAND TS	General Fund
23	Street Auto Repair. Vigorously enforce regulations prohibiting auto repair on the streets.	Medium Priority	Short/Ongoing	PBCE (Code Enforcement) Nbhd Assoc.	EAUS EAND	General Fund
24	Prevent and Reduce Toxic Liquid Dumping. Develop education programs to control dumping toxic liquids (from auto repair work) into streets. [Call DOT at (408) 277-4373 for car problems].	Medium Priority	Short/Ongoing	ESD PRNS Nbhd Assoc.	EAUS	San Jose Beautiful Grants General Fund
25	Remove Abandoned Shopping Carts. Enforce Code Enforcement Shopping Cart Program.	Medium Priority	Short/Ongoing	PBCE (Code Enforcement) Nbhd Assoc.	EAND	General Fund

Neighborhood Appearance and Maintenance Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
26	Billboard Reduction. Work with City Billboard Ordinance to reduce billboard streetscape clutter and remove illegal billboards.	Low Priority	Short – Long	PBCE (Planning & Code Enforcement) RDA	EAND	General Fund
27	Recycling. Support and expand Curbside Recycling Program.	Medium Priority	Short/Ongoing	ESD Green Team Nbhd Assoc.	EAUS	General Fund San Jose Beautiful Grants
28	Garbage Service. Work with garbage company to prevent littering street during pick-up.	Medium Priority	Short/Ongoing	Green Team ESD Nbhd Assoc.	EAUS	General Fund San Jose Beautiful Grants
OBJECTIVE: Distinct Visual Theme on Areas Major Streets with Consistent Street-Tree Planting Program						
29	Distinct Streetscape Enhancements for Major Streets. Implement Streetscape enhancements along Area's major thoroughfares as a unifying element to give the SNI area a distinct identity. Address the following thoroughfares: <ul style="list-style-type: none"> ▪ Story Road ▪ McLaughlin Avenue ▪ Lucretia Avenue ▪ Tully Road ▪ Senter Road 	High Priority	Short – Medium	DOT RDA DPW	EAND TS	CIP Traffic Capitol Program TDA Grants RDA
	a) Design Program. Design unique Streetscape Plan for each of the major streets with community involvement. Use appropriate elements from the new Senter Road streetscape improvements to create consistency for Tully Road and Story Road portions.	High Priority	Medium	DOT RDA DPW	EAND TS	CIP Traffic Capitol Program TDA Grants RDA

Traffic and Parking Goal

Promote accessibility, parking, and safety for local streets by residents while reducing the adverse impacts of cut-through traffic.

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
OBJECTIVE: More Livable and Safer Streets						
30	Conduct Studies and Implement Neighborhood Traffic Calming Actions and Stripe On-Street Parking Spaces in Selected Areas.	Top Ten	Immediate/ Short	DOT Property Owners Nbhd Assoc.	TS PSS	CIP TDA Grants Traffic Capitol Program General Fund
	a) Monitor the progress of Highway 101 Traffic Flow Study and the budget process for funding identified improvements.	Top Ten	Immediate/ Short	DOT Property Owners Nbhd Assoc.	TS PSS	General Fund
	b) Lobby for early funding and construction of identified improvements.	Top Ten	Immediate/ Short	DOT RDA Property Owners Nbhd Assoc.	TS PSS	CIP TDA Grants Traffic Capitol Program General Fund
	c) Working closely with community members, conduct traffic calming studies focused on the following locations: <ul style="list-style-type: none"> ▪ Summerside Drive, especially at Lucretia Avenue. ▪ Galveston Avenue at Tully Road. ▪ Roberts Street, especially at Phelan Avenue. ▪ Intersection of Owsley and Clemence Avenues ▪ Length of Bayard Drive. 	Top Ten	Immediate/ Short	DOT RDA Property Owners Nbhd Assoc.	TS PSS	CIP TDA Grants Traffic Capitol Program General Fund

Traffic and Parking Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	d) Identify any appropriate traffic calming measures in each area, with participation of the affected community.	Top Ten	Immediate/ Short	DOT Property Owners Nbhd Assoc.	TS	General Fund
	e) Install temporary traffic calming measures as appropriate.	Top Ten	Immediate/ Short	DOT	TS	General Fund
	f) Monitor and evaluate temporary measures.	Top Ten	Short	DOT	TS	General Fund
	g) Identify and design necessary Level 1 or 2 traffic-calming improvements with participation of affected community.	Top Ten	Short	DOT Property Owners Nbhd Assoc.	TS	General Fund
	h) Identify funding for improvements.	Top Ten	Short	DOT	TS	General Fund
	i) Install final Level 1 or 2 improvements.	Top Ten	Short	DOT	TS	General Fund
	j) Work with community members along the following streets to determine if striped on-street parking should be applied: ▪ Lucretia Avenue from Phelan Avenue to Tully Road ▪ Summerside Drive from Lucretia Avenue to McLaughlin Avenue ▪ Galveston Avenue ▪ Summerside Drive ▪ Warfield Way	Top Ten	Short	DOT Property Owners Nbhd Assoc.	TS	General Fund

Traffic and Parking Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	<ul style="list-style-type: none"> ▪ Roberts especially at Phelan Avenue ▪ Bayard Drive, Taper Lane, Bikini Avenue and other streets potentially impacted by Meadows School 	Top Ten	Short	DOT	TS	General Fund
	k) Stripe on-street parking spaces supported by affected community members.	Top Ten	Short	DOT	TS	General Fund
32	Kelley Park Traffic Light. Install a traffic light at the entrance to Kelley Park.	High Priority	Immediate/ Short	DOT DPW	TS PSS	CIP TDA Grants Traffic Capitol Program
33	Story Road U-Turn Improvement. Evaluate and identify any need for specific traffic improvement for the Story Road U-turn at Lucretia Avenue.	High Priority	Immediate/ Short	DOT	TS	CIP TDA Grants Traffic Capitol Program
34	Lucretia Avenue/Tully Road Intersection Turning Movement Impediments. Evaluate and identify any turning movement impediments at Lucretia Avenue and Tully Road intersection; prepare and implement a plan to correct impediments.	High Priority	Immediate/ Short	DOT	TS	CIP TDA Grants Traffic Capitol Program
35	NASCOP Enforcement Program. Evaluate the applicability of a NASCOP enforcement program on local streets. (No streets identified at this time.) Coordinate with neighborhoods to determine where NASCOP is feasible.	High Priority	Immediate/ Short	DOT Nbhd Assoc. Police	TS PSS	General Fund

Traffic and Parking Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
36	Enhance the McLaughlin Avenue right-of-way between Story and Tully Roads to reduce the effects of heavy traffic volumes and improve pedestrian safety and streetscape appearance.	Top Ten	Immediate/ Medium	DOT DPW Nbhd Assoc.	TS EAND	TDA Grants CIP CDBG RDA Traffic Capitol Program
	a) Working closely with the community, prepare a design plan for the improvement of McLaughlin Avenue.	Top Ten	Immediate/ Medium	DOT DPW Nbhd Assoc.	TS EAND	TDA Grants CIP CDBG RDA Traffic Capitol Program
	b) Identify any additional needs for dedication of road right-of-way.	Top Ten	Immediate/ Medium	DOT DPW	TS EAND	TDA Grants CIP CDBG RDA Traffic Capitol Program
	c) Explore funding sources for land acquisition (if necessary) and construction/installation of improvements.	Top Ten	Immediate/ Medium	DOT	TS EAND	TDA Grants CIP CDBG RDA Traffic Capital Program

Traffic and Parking Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	d) Prepare construction and engineering plans.	Top Ten	Medium	DOT DPW	TS EAND	TDA Grants CIP CDBG RDA Traffic Capitol Program
	e) Bid and contract the project.	Top Ten	Medium	DPW	TS EAND	TDA Grants CIP CDBG RDA Traffic Capitol Program
	f) Construct/install McLaughlin Avenue improvements.	Top Ten	Medium	DPW	TS EAND	TDA Grants CIP CDBG RDA Traffic Capitol Program
37	Pedestrian Crosswalks. Evaluate, plan and implement, as appropriate, pedestrian friendly crosswalks at key locations along the following major streets: <ul style="list-style-type: none"> ▪ McLaughlin Ave. from Story Road to Tully Road ▪ McLaughlin Ave. at McLaughlin Park ▪ Lucretia Ave. at Yerba Buena High School ▪ Lucretia Ave. South of Summerside Drive 	High Priority	Immediate/ Short	DOT Nbhd Assoc.	TS PSS	TDA Grants CIP Traffic Capitol Program

Traffic and Parking Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
OBJECTIVE: Well Maintained Streets						
38	Complete Lucretia Avenue public right-of-way from Story to Tully Roads.	Top Ten	Immediate/ Medium	DOT DPW	TS	TDA Grants CIP CDBG RDA
	a) Right of Way Dedication. Explore early dedication of road right of way prior to adjacent land development and standard dedication process especially in the section from Story Road to Phelan Avenue.	Top Ten	Short	DPW (Real Estate) DOT	TS EAND	RDA TDA Grants Traffic Capitol Program
	b) Identify funding sources for land acquisition and construction.	Top Ten	Short/Medium	DOT	TS	RDA TDA Grants Traffic Capitol Program CIP
	c) Design street improvements with in put from the community	Top Ten	Short	DOT DPW	TS EAND	TDA Grants Traffic Capitol Program CIP RDA
	d) Alternatives. Evaluate various on-street parking alternatives as part of the improvement plan from Story Road to Phelan Avenue, and especially from Phelan Avenue to Tully Road.	Top Ten	Medium	DOT Nbhd Assoc.	TS	General Fund

Traffic and Parking Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	e. Construction Plans. Bid and contract the project.	Top Ten	Medium	DOT	TS	General Fund
	f. Construct improvements	Top Ten	Medium	DOT	TS	General Fund
39	Fair Avenue New Right of Way Improvements. Complete sidewalk, curb and gutter on Fair Avenue from Lucretia Avenue to Clemence Avenue.	Medium Priority	Short/Medium	DOT PBCE (Planning) DPW	TS	Private Development Fees CDBG Sidewalk Grant Program
40	Roberts Street New Right-of-Way Improvements. Complete sidewalk, curbs and gutter on Roberts Street from Le Compte Place to Story Road.	Medium Priority	Short/Medium	DOT PBCE (Planning) DPW	TS	Private Development Fees CDBG Sidewalk Grant Program
41	Street Pothole Maintenance. Report Street Pothole Maintenance issues to DOT for repair.	Medium Priority	Immediate/ Short	Nbhd Assoc DOT Property Owners	TS	General Fund
OBJECTIVE: Improve Parking Facilities and Reduce Parking Congestion						
42	Neighborhood Parking Congestion Reduction (See 30).					

Traffic and Parking Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
43	On-street Parking Measures. Analyze the causes of parked car congestion within various neighborhoods and if feasible, develop a range of measures to improve parking throughout the area.	High Priority	Short/Medium	DOT Nbhd Assoc PBCE (Code Enforcement) PRNS RDA Police Property Owners	TS	General Fund Private Funding CDBG
44	Parking Enforcement. Embark on aggressive enforcement of parking regulations within the area.	High Priority	Short	DOT	EAND	General Fund
45	Residential Parking Standards. Conduct a comprehensive evaluation of the City's Residential Parking Standards and pursue code amendment if changes are warranted.	Medium Priority	Short/Medium	PBCE (Planning & Code Enforcement) DOT City Council Police Property Owners Nbhd Assoc.	TS	General Fund Private Funding CDBG
46	Apartment Parking Facilities. Increase on-site parking facilities at existing under-parked apartment complexes where feasible.	Medium Priority	Short/Medium	Property Owners PBCE (Planning & Code Enforcement) Nbhd Assoc.	TS EAND	Private Funding CDBG
47	Neighborhood Permit Parking. Explore and, if feasible, implement neighborhood permit parking programs.	Medium Priority	Short	DOT Nbhd Assoc	TS	General Fund
48	Overcrowding Caused Parking Congestion. Reduce neighborhood on-street parking congestion caused by rental unit overcrowding.	Medium Priority	Short – Ongoing	PBCE (Planning & Code Enforcement) Property Owners Nbhd Assoc.	EAND TS	General Funds

Traffic and Parking Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	a) Explore ways to restrict living space additions to available parking space capacity in neighborhood.	Medium Priority	Short – Long	PBCE (Planning & Code Enforcement) City Council	EAND TS	General Funds
	b) Provide aggressive management to control rental unit occupancy levels through lease provisions.	Medium Priority	Short – Long	Property Owners Nbhd Assoc.	TS	Private Funds
	c) Provide aggressive code enforcement of illegal conversion of garages to living units.	Medium Priority	Immediate/ Ongoing	PBCE (Code Enforcement) Nbhd Assoc.	EAND	General Fund
OBJECTIVE: Free Streets of Big Truck Clutter						
49	Overnight Truck Parking Measures. Control truck use of local streets and vacant lots as overnight parking facilities.	Medium Priority	Short	PBCE (Code Enforcement) DOT Police Property Owners Nbhd Assoc.	TS	General Fund
	a) Prohibit, if feasible, overnight truck parking in the Wool Creek Dr., Will Wool Dr., Quinn Ave. area in the vicinity of Shirakawa Elementary School; the Roberts Street area from Story Road to Phelan Ave.; and other affected areas	Medium Priority	Short	DOT Police Property Owners Nbhd Assoc.	TS	General Fund
	b) Eliminate truck use of vacant lots for overnight parking especially along Roberts Street and in various areas bordering Story Road.	Medium Priority	Short	PBCE (Code Enforcement) Police Property Owners Nbhd Assoc.	TS	General Fund
50	Citywide Trucking Facility Needs. Evaluate citywide planning solutions to regional overnight truck facility needs.	Medium Priority	Short	PBCE (Planning) Office of Economic Development	TS EAND	General Fund

Traffic and Parking Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
OBJECTIVE: Enable Alternative Traffic Modes						
51	Bus Transit. Work with the VTA to ensure dependability of bus service	Medium Priority	Short/Ongoing	VTA Nbhd Assoc.	TS	VTA
52	On-Street Bike Lane. Promote local bicycle use by dedicating bike lanes on the area's major arterials; ensure that bike lanes are clear of blockage and well striped.	Low Priority	Medium	DOT PBCE (Planning)	TS	General Fund
53	Driver/Bike Safety Awareness. Continue to improve awareness by drivers of pedestrian and bicycle traffic through bicycle awareness/education programs at fairs, neighborhood events, etc.	Low Priority	Medium	DOT (Bicycle & Pedestrian Coordinator) PRNS Nbhd Assoc.	TS	General Fund TDA Grants
OBJECTIVE: Improve Access to Recreation Facilities Limited by Coyote Creek or Incomplete Roadways						
54	Build a pedestrian bridge over Coyote Creek.	Top Ten	Medium	PRNS (Parks Planning) County of Santa Clara (Coyote Creek Park Chain) SCVWD	TS RACS	RDA SCVWD TDA Grants
	a) Select the bridge location with community and other stakeholder (such as school district and water district) participation.	Top Ten	Short	PRNS (Parks Planning)	TS RACS	General Fund
	b) Decide if parking facilities should be included and what kind.	Top Ten	Short	PRNS (Parks Planning)	TS RACS	General Fund
	c) Design the bridge and related parking facilities with community participation.	Top Ten	Short	PRNS (Parks Planning)	TS RACS	RDA SCVWD TDA Grants

Traffic and Parking Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	d) Identify funding for the bridge.	Top Ten	Medium	PRNS (Parks Planning)	TS RACS	General Fund
	e) Complete engineering and construction drawings.	Top Ten	Medium	DPW PRNS (Parks Planning)	TS RACS	RDA SCVWD TDA Grants
	f) Bid the bridge project; select the contractor.	Top Ten	Medium	DPW	TS RACS	General Fund
	g) Construct the bridge.	Top Ten	Medium/Long	DPW	TS RACS	RDA SCVWD TDA Grants
55	Wool Creek Drive Connection. Connect the northerly and southern portions of Wool Creek Drive to provide access from neighborhoods southwest of Coyote Creek to playground facilities at George Shirakawa Elementary School (possibly through development conditions).	Medium Priority	Medium	DOT Franklin McKinley School District PBCE (Planning) Nbhd Assoc.	TS RACS	CIP SCVWD RDA Traffic Capitol Program

Land Use Goal

Retain the wide variety of housing and commercial retail shopping opportunities.

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
OBJECTIVE: Vibrant and Affordable Residential Neighborhoods Without Overcrowding						
56	Nuisance Land Uses. Pursue the improvement or closure of nuisance land uses or activities.	Medium Priority	Short/Ongoing	PBCE (Planning & Code Enforcement)	EAND PSS	General Fund
	a) Pursue the closure of existing nuisance board and care facilities	Medium Priority	Short – Long	PBCE (Planning & Code Enforcement)	EAND PSS	General Fund
	b) Explore the closure of liquor stores across from Fair Junior High School.	Medium Priority	Short – Long	PBCE (Planning & Code Enforcement)	EAND PSS	General Fund
	c) Continue effective control and clean up of vacant buildings.	Low Priority	Short/Ongoing	PBCE (Code Enforcement)	EAND PSS	General Fund
	d) Discourage auto repair shops in the residential areas, especially around Lucretia Avenue at Owsley and Bellhurst Avenue.	Low Priority	Short – Long	PBCE (Planning) PBCE (Code Enforcement)	EAND EAUS	General Fund
57	Cable/DSL Service. Work with cable modem or DSL providers to install cables in the area.	Medium Priority	Medium	City Manager	EAND	Private Funds
58	Vacant Property Development. Encourage the development of vacant properties with a residential designation on the San Jose 2020 General Plan for needed residential uses.	Medium Priority	Medium	PBCE (Planning) RDA Housing	EAND	RDA General Fund
59	Citywide Affordable Housing Efforts. Join with Citywide efforts to expand affordable housing.	Medium Priority	Medium	Nbhd Assoc Housing	EAND	Housing RDA
60	Housing Incentives. Provide incentives for the development of new affordable housing units.	Medium Priority	Medium	Housing	EAND	Housing RDA

Land Use Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
61	Service Capacities for New Housing. Evaluate new local affordable housing development in context of availability capacity for traffic, parking, parks, recreation, community facilities, and services.	Medium Priority	Medium	PBCE (Planning)	EAND	General Fund
OBJECTIVE: Sense of Community in Commercial and Retail Shopping Areas						
62	Neighborhood Serving Commercial Uses. Work with commercial property owners to develop neighborhood-serving uses with restaurants, banks, etc.; provide incentives like façade improvement grants, low-interest loans, etc., if feasible.	Medium Priority	Medium	RDA OED	EAND	RDA OED
63	Liquor Store Proliferation. Discourage the proliferation of inappropriate liquor stores in the area.	Medium Priority	Medium	PBCE (Planning) PBCE (Code Enforcement)	EAND PSS	General Fund
OBJECTIVE: Adequate Room for Cultural Facilities						
64	Future Cultural Facility Needs. Evaluate future cultural facility needs and the suitability for development on remaining vacant properties.	Medium Priority	Short	Office of Cultural Affairs PBCE (Planning)	RACS EAND	General Fund
66	Complete Santee Library.	Medium Priority	Short	Library	RACS	General Fund

Parks and Recreation Goal

Enhance and improve neighborhood connections and utilization of Kelley Park and Coyote Creek open space and trails while expanding close-to-home neighborhood-serving parks.

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
OBJECTIVE: Schools Serving Neighborhood Recreation and Gathering Place Needs						
68	Develop a prototype school/City joint-use neighborhood park at the Meadows Elementary School.	Top Ten	Immediate/ Ongoing	PRNS (Rec. & Community Services) Franklin McKinley School District City/School Liaison Council Office Nbhd Assoc.	RACS	CIP RDA School District
	a) Prepare a design plan and facilities program for the Meadows Elementary School, which includes a comprehensive range of neighborhood recreation facilities and park space.	Top Ten	Immediate/ Ongoing	PRNS (Rec. & Community Services) Franklin McKinley School District City/School Liaison Council Office Nbhd Assoc.	RACS	CIP RDA School District
	b) Based on site use, joint use area, capital and maintenance cost analysis determined during the prototype plan process, prepare and execute a Joint Use Agreement between the School District and the City.	Top Ten	Immediate/ Ongoing	PRNS (Rec. & Community Services) Franklin McKinley School District City/School Liaison	RACS	CIP RDA School District
	c) Select and design the components of the park with the participation of the community.	Top Ten	Immediate/ Ongoing	PRNS (Rec. & Community Services) Nbhd Assoc.	RACS	CIP RDA School District
	d) Identify funding for construction improvements.	Top Ten	Immediate/ Ongoing	PRNS (Rec. & Community Services) Nbhd Assoc.	RACS	CIP RDA School District

Parks and Recreation Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	e) Construct the park improvements on high priority basis.	Top Ten	Immediate/ Ongoing	PRNS (Rec. & Community Services)	RACS	CIP RDA School District
69	Cooperative Agreement between School Districts and City of San Jose. Seek cooperative agreements with school districts to develop neighborhood serving play lots at the following locations: <ul style="list-style-type: none"> ▪ Kennedy Elementary School ▪ Yerba Buena High School access to Carroll Ranch site community park 	High Priority	Immediate/ Ongoing	PRNS (Recreation & Community Services) Franklin McKinley School District. East Side Union High School District City/School Liaison Council Office Nbhd Assoc.	RACS	CIP RDA School Districts
70	Multi Use Sports Fields. Work with school districts and pursue funding to develop multi-use sports fields at the following locations: <ul style="list-style-type: none"> ▪ Kennedy Elementary School ▪ Yerba Buena High School 	High Priority	Immediate/ Ongoing	PRNS (Recreation & Community Services) Franklin McKinley School District East Side Union High School District City/School Liaison Council Office Nbhd Assoc.	RACS	CIP RDA

Parks and Recreation Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
71	Neighborhood Level Family and Group Picnic Areas. Pursue the joint development and use of school grounds for neighborhood-level family and group picnic area, open space, gathering areas, play areas, etc.; if feasible pursue funding and development. <ul style="list-style-type: none"> Kennedy Elementary School Yerba Buena High School access to Carroll Ranch site community park 	High Priority	Immediate/ Ongoing	PRNS (Recreation & Community Services) Franklin McKinley School District. East Side Union High School District City/School Liaison Council Office Nbhd Assoc.	RACS	CIP RDA
72	Teen Facilities. Provide places for teens to hang out at local school facilities. <ul style="list-style-type: none"> Meadows Elementary School Kennedy Elementary School Yerba Buena High School 	High Priority	Immediate/ Ongoing	PRNS (Recreation & Community Services) Franklin McKinley School District. East Side Union High School District City/School Liaison DPW RDA Council Office Nbhd Assoc.	RACS	CIP RDA

Parks and Recreation Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
73	Skateboard Facilities. Provide small skateboard parks similar to the new park at Fair Middle School at Meadows Elementary School and Kennedy Elementary School.	High Priority	Immediate/ Ongoing	PRNS (Recreation & Community Services) Franklin McKinley School District DPW RDA Council Office Nbhd Assoc.	RACS	CIP RDA
OBJECTIVE: Other Available “Close-to-Home” Recreation for Children and Local Serving Recreation Land						
74	Acquire land, plan, and construct a mini park at a site located on Nisich Drive.	Top Ten	Immediate	PRNS (Parks Planning) DPW (Real Estate) DPW (Design & Construction) Nbhd Assoc.	RACS	CIP RDA
	a) Identify funding sources for land acquisition.	Top Ten	Immediate	DPW (Real Estate)	RACS	CIP RDA
	b) Pursue land acquisition as soon as possible prior to possible applications for land development.	Top Ten	Immediate	DPW (Real Estate)	RACS	CIP RDA
	c) City work with community members to design park improvements with consideration of neighborhood needs for skateboard facilities and other neighborhood park needs.	Top Ten	Short	PRNS (Parks Planning) DPW (Design & Construction) Nbhd Assoc.	RACS	CIP RDA
	d) Identify funding for construction of the park.	Top Ten	Short	PRNS (Parks Planning)	RACS	CIP RDA

Parks and Recreation Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	e) Construct Park Improvements.	Top Ten	Short	DPW (Design & Construction)	RACS	CIP RDA
75	Other Mini Park Facilities. Explore feasibility and pursue funding for neighborhood-serving and close-to-home skateboard and mini park facilities at other mini park locations: <ul style="list-style-type: none"> ▪ Taper Lane/MacLaughlin Avenue site ▪ Existing Turtle Rock Park ▪ Developing lands between Lucretia Avenue and Roberts Street from Story Road to Le Compte Place 	High Priority	Short	PRNS (Parks Planning) DPW (Design & Construction)	RACS	RDA CIP Measure P Parks Bond
77	Lucretia Avenue Mini Park Potential. If feasible, pursue funding and development of leftover right-of-way along Lucretia for mini-park uses. (See 2B1)	Medium Priority	Short	PRNS (Parks Planning) DPW (Design & Construction)	RACS	RDA CIP
78	Neighborhood Block Party Places. Develop places for neighborhood block parties at neighborhood school sites. (See 4A1)	Medium Priority	Short	Nbhd Assoc. PRNS	RACS	General Fund
79	Dog Parks. Identify possible opportunities for needed dog parks along Coyote Creek open space or as a possible use within a new community park. (See 4E2)	Low Priority	Short	Nbhd Assoc. PRNS (Parks Planning)	RACS	General Fund
OBJECTIVE: A Community Park at Carroll Ranch for Ample Neighborhood Field Sports and Other Facilities						
80	A New Community Park at Carroll Ranch. Overcome deficiencies in neighborhood-serving parks and sports facilities by developing a community park at the Carroll Ranch site	High Priority	Short	PRNS (Parks Planning) DPW (Real Estate)	RACS	RDA CIP

Parks and Recreation Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	a) Feasibility Analysis. Analyze the feasibility of using Carroll property for neighborhood park/open space purposes.	High Priority	Short	PRNS (Parks Planning) DPW (Real Estate)	RACS	RDA CIP
	b) Seek funding and acquire Carroll property.	High Priority	Short	PRNS (Parks Planning) DPW (Real Estate)	RACS	RDA CIP
	c) Design and improve Carroll property for neighborhood open space with maximum community input.	High Priority	Short	PRNS (Parks Planning)	RACS	RDA CIP
	d) Work with Yerba Buena High School under a cooperative agreement with the East Side Union High School District to coordinate improvements between the community park and park-related improvements on high school property	High Priority	Short	East Side Union High School District PRNS (Parks Planning) City/School Liaison	RACS	RDA CIP
OBJECTIVE: Kelley Park Provides Local Neighborhood Recreation and Park Resource						
81	Kelley Park Shuttle Service. Provide neighborhood shuttle service to Kelley Park.	Medium Priority	Short	VTA DOT	TS RACS	RDA
82	Kelley Park Neighborhood Facilities. Encourage provision of neighborhood-level family and group picnic areas in Kelley Park.	Medium Priority	Short	PRNS (Kelley Park Admin) PRNS)(Parks Planning)	RACS	General Fund
OBJECTIVE: Coyote Creek Open Space Provides Opportunities for Neighborhood Recreation Activities						
83	Coyote Creek Trail. Support early planning and development of the Coyote Creek Trail connecting Stonegate Park (south of the area to Kelley Park).	Medium Priority	Medium	County of Santa Clara (Coyote Creek Park Chain) PRNS (Parks Planning) Nbhd Assoc. SCVWD	RACS	General Fund

Parks and Recreation Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	a) Encourage community participation in trail plan.	Medium Priority	Medium	County of Santa Clara (Coyote Creek Park Chain) PRNS (Parks Planning) SCVWD	RACS	General Fund
	b) Explore connecting bikeways, walkways and adjacent land uses to trail.	Medium Priority	Medium	PRNS (Parks Planning) DOT	RACS	RDA CIP
84	Adopt a Creek and Adopt a Park Programs. Participate in the Adopt-A-Creek/Adopt a Park programs; hold creek cleanup events; initiate neighborhood park use programs outside the 100 foot riparian corridor in the following areas based on interest of adjacent neighborhood groups:	Low Priority	Immediate/ Ongoing	Nbhd Assoc. PRNS	RAC	General Fund San Jose Beautiful Grants
	a) Initiate "Adopt a Park" Partnership with Summerside Homeowner Association to develop and maintain a linear-park edge from Tully Road to Estero Drive.	Medium Priority	Immediate/ Ongoing	Nbhd Assoc. PRNS	RACS	General Fund San Jose Beautiful Grants
	b) Initiate an Adopt a Park partnership with homeowners in the Jeanne Marie Circle area south of Yerba Buena High School.	Medium Priority	Immediate/ Ongoing	Nbhd Assoc. PRNS	RACS	General Fund San Jose Beautiful Grants

Social and Cultural Goal

Celebrate the rich ethnic and cultural diversity of the area while fostering neighborhood communication, unity and inclusion.

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
OBJECTIVE: Enhanced Neighborhood Communication						
85	Establish a community-voice newsletter in all relevant languages.	Medium Priority	Immediate/ Ongoing	Nbhd Assoc. Community Members	RACS	Private Funds General Fund CAP Grants
86	Establish a McLaughlin-corridor newsletter (could be like the Willow Glen newsletter).	Medium Priority	Immediate/ Ongoing	Nbhd Assoc. Community Members	RACS	Private Funds General Fund CAP Grants
87	Expand the distribution of Fair-Exchange newsletter in four languages (currently distributed through schools).	Medium Priority	Immediate/ Ongoing	Nbhd Assoc. Community Members	RACS	Private Funds General Fund CAP Grants
88	Work with community groups and stakeholders to promote community knowledge of available City programs.	Medium Priority	Immediate/ Ongoing	Nbhd Assoc. Community Members PRNS	RACS	Private Funds General Fund Cap Grants
89	Pursue establishing community broadcasting programs by school children (Fair Middle School program expansion).	Medium Priority	Immediate/ Ongoing	Nbhd Assoc Franklin McKinley School District Community Members	RACS	School District Private Funds CAP Grants
90	Promote block parties and potluck dinners.	Medium Priority	Immediate/ Ongoing	Nbhd Assoc. Community Members	RACS	Private Funds CAP Grants

Social and Cultural Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
91	Promote Neighborhood Watch Meetings	Medium Priority	Immediate/ Ongoing	Nbhd Assoc. Police (Crime Prevention) Community Members	PSS RACS	General Fund
92	Consider Establishing a Neighborhood Accountability Board (NAB) to work with troubled youth through a mentor program using a community coordinator and probation officer. The goal of the program is to break the cycle of antisocial behavior for juveniles who have trouble with the law, through counseling and adult mentoring.	Medium Priority	Short/Ongoing	Nbhd Assoc. County of Santa Clara Juvenile Justice Center (Probation Dept)	PSS RACS	County Funds
93	Work with community stakeholders and groups to promote awareness of the "Call Center" Program to enable residents to find answers to their questions about the City and find help to solve problems.	Medium Priority	Immediate/ Ongoing	Nbhd Assoc. PRNS Community Members	RACS	General Fund
94	Work with area's retailers to promote their buy-in with newsletter distribution.	Medium Priority	Short/Ongoing	Nbhd Assoc. RDA Community Members	RACS EAND	Private Funds
95	Work with community groups and stakeholders to promote formation of strong, viable neighborhood business associations.	Medium Priority	Short/Ongoing	RDA Nbhd Assoc. Community Members	EAND	RDA

Social and Cultural Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
96	Work with school districts to add community news to school websites.	Medium Priority	Short/Ongoing	Nbhd Assoc Community Members School Districts	RACS	School Districts
97	Work with the business community and City to promote the distribution of community newsletters at commercial centers and local libraries respectively.	Medium Priority	Short/Ongoing	Nbhd Assoc Community Members PRNS Library	EAND RACS	General Fund
98	Build Trust Between New Immigrant Communities and Government. Work with communities to overcome local distrust of government and authority.	Low Priority	Short/Ongoing	PRNS Police Nbhd Assoc Religious Orgs Non-Profit Orgs	RACS PSS	General Fund
	a) Explore the possibility of developing community policing programs in area: police patrol on bicycles.	Medium Priority	Short/Ongoing	Police PRNS Nbhd Assoc.	PSS	General Fund
	b) Consider increasing the number of ethnic officers walking beats.	Medium Priority	Short/Ongoing	Police	PSS	General Fund
	c) Encourage the translation of communications into all relevant languages.	Medium Priority	Short/Ongoing	PRNS Nbhd Assoc.	RACS PSS	General Fund
OBJECTIVE: Solutions for Social Problems						
99	Increase Day Worker Outreach. Increase outreach to day-workers, as well as their employers, to educate them about the existing day worker center.	Low Priority	Immediate/On going	PRNS Police	EAND	General Fund
100	Residual Loitering. DISCOURAGE residual loitering of day workers past 11am.	Low Priority	Immediate/On going	PRNS Police	EAND	General Fund

Community Facilities and Services Goal

Improve community facilities and services on all community levels.

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
101	Homeless/Vagrancy Measures. Pursue measures to address homelessness and vagrancy in the area.	Low Priority	Short/Ongoing	Homelessness Services Police	PSS EAND	Housing and Homeless Fund
OBJECTIVE: School Facilities are “Hubs” of Community Services and Activities						
102	Establish a “school hub”, a community facility that provides space for multiple service providers at Fair Junior High School and Santee Elementary School.	Top Ten	Immediate/ Ongoing	City/School Liaison School Districts PRNS	RACS	CDBG School Districts Funds
	a) Establish an agreement with the appropriate school district with regard to use of land for the school hub community facility.	Top Ten	Immediate/ Ongoing	City/School Liaison School Districts PRNS	RACS	CDBG School Districts Funds
	b) Develop a plan and program that identifies the types of services and type of building needed to accommodate those services.	Top Ten	Immediate/ Ongoing	City/School Liaison School Districts PRNS	RACS	CDBG School Districts Funds
	c) Create agreements about operation, maintenance and on-going responsibilities with relation to the school hub.	Top Ten	Immediate/ Ongoing	City/School Liaison School Districts PRNS	RACS	CDBG School Districts Funds
	d) Identify funding for construction of the school hub.	Top Ten	Immediate/ Ongoing	City/School Liaison School Districts PRNS	RACS	CDBG School Districts Funds

Community Facilities and Services Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	e) Construct the building.	Top Ten	Immediate/ Ongoing	City/School Liaison School Districts PRNS	RACS	CDBG School Districts Funds
	f) Begin operating community-serving programs at school hub.	Top Ten	Immediate/ Ongoing	City/School Liaison School Districts PRNS	RACS	CDBG School Districts Funds
103	Yerba Buena High School Hub. Work with the East Side Union High School District to develop programs at Yerba Buena High School, which can make it the primary focus of community resources, such as: After school activities and day care, teen centers, gang mediation, and senior centers.	High Priority	Immediate/ Ongoing	City/School Liaison School District PRNS	RACS	CDBG School District Funds
104	Elementary School Hubs. Work with the Franklin McKinley School District to develop strong elementary school neighborhood-level facilities community resources programs such as: After school activities and day care, teen centers, gang mediation, and senior centers.	High Priority	Immediate/ Ongoing	City/School Liaison School District PRNS	RACS PSS	CDBG School District Funds
105	Violent Crimes Enforcement Team. VCET should continue to monitor areas around schools, and community members should report any suspicious activity.	Medium Priority	Immediate/ Ongoing	Police PRNS	PSS	General Fund
106	Multi-Use Facilities. Encourage construction of a permanent multi-use facility at Fair Junior High School at the corner of Phelan, which brings all portable and other facilities together to house Fair Exchange. Promote implementation through the Santee SNI Plan Program.	High Priority	Short	PRNS School District	RACS	CDBG RDA

Community Facilities and Services Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
OBJECTIVE: Overall Sense of Community Safety						
107	Strong Police Presence. Continue strong police presence to maintain sense of community safety.	Medium Priority	Immediate/ Ongoing	Police	PSS	General Fund
108	General Crime. Continue to address car vandalism and theft, home break-ins, etc.	Medium Priority	Immediate/ Ongoing	Police	PSS	General Fund
109	Weapons and Drugs. Continue to address storage of weapons and illegal drug trafficking.	Low Priority	Immediate/ Ongoing	Police	PSS	General Fund
110	Education Crime Deterrent. Formulate and initiate a program to “Make Citizens, Not Criminals” emphasizing education for self-improvement from childhood to adulthood. This program could be initiated through a symposium between neighborhood groups, the school district and police that eventually develops a school-based, gang prevention program.	Medium Priority	Immediate/ Ongoing	Police Nbhd Assoc. PRNS	PSS	General Fund CPA Grants
OBJECTIVE: Graffiti Free						
111	Graffiti Clean Up. Continue vigorous graffiti clean-up program.	Medium Priority	Immediate/ Ongoing	PRNS (Anti-Graffiti Program)	PSS EAND	General Fund PRNS (Anti-Graffiti Program)
OBJECTIVE: Effective Code Enforcement						
112	Provide a code enforcement coordinator or “ombudsman” to address a whole range of code and nuisance problems present in the Tully-Senter community.	Top Ten	Immediate/ Ongoing	PBCE (Code Enforcement) Nbhd Assoc. Property Owners	EAND PSS	General Fund RDA
	a) Identify funding for the new position.	Top Ten	Immediate/ Ongoing	PBCE (Code Enforcement)	EAND PSS	General Fund RDA
	b) Establish the scope of responsibilities for the new position with the participation of the community.	Top Ten	Immediate/ Ongoing	PBCE (Code Enforcement) Nbhd Assoc	EAND PSS	General Fund RDA
	c) Hire the new code enforcement coordinator/ombudsman	Top Ten	Immediate/ Ongoing	PBCE (Code Enforcement)	EAND PSS	General Fund RDA

Community Facilities and Services Goal (Continued)

	Strategy/Action	Priority	Time Frame Immed – 0-1.5 yrs Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs Ongoing	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
113	Response Time Improvements. Identify and implement strategies to improve response times to code enforcement complaints especially those regarding the health and safety of the community.	High Priority	Immediate/ Ongoing	PBCE (Code Enforcement)	EAND PSS	General Fund RDA
114	Target Neighborhoods. Code enforcement activity should be intensified in the Meadows School neighborhood; other target neighborhoods should be identified.	High Priority	Immediate/ Ongoing	PBCE (Code Enforcement)	EAND PSS	General Fund
115	24-Hour Café Businesses. Pursue the closure of 24-hour “cafes” operating without permits.	Medium Priority	Immediate/ Ongoing	PBCE (Code Enforcement) PBCE (Planning Services)	EAND	General Fund
116	Illegal Occupancy of Rental Units. Provide aggressive management to control illegal occupancy of rental units by “sub-leased” persons.	Medium Priority	Immediate/ Ongoing	Property Owners PBCE (Code Enforcement)	EAND	Private Funds
117	Community Awareness of Codes and Agencies. Expand community awareness of code issues and agencies to call.	Medium Priority	Immediate/ Ongoing	PRNS Nbhd Assoc.	EAND RACS	General Fund CDBG
118	Vicious Dogs. Address the problem of vicious dogs and free-roaming dogs in the neighborhood; and people’s disregard for the leash law.	Medium Priority	Immediate/ Ongoing	PRNS Animal Care & Services	PSS	General Fund CDBG
119	Illegal Fireworks. Increase police enforcement to address illegal fireworks and associated problems.	Low Priority	Immediate/ Ongoing	Police	PSS	General Fund

Glossary of Acronyms

CAP	Community Action & Pride (Grants)
CDBG	Community Development Block Grant
CIP	Capital Improvement Program
DOT	Department of Transportation
DPW	Department of Public Works
EAND	Economic & Neighborhood Development (City Service Area)
EAUS	Environment & Utility Services (City Service)
ESD	Environmental Services Department
NASCOP	Neighborhood Automated Speed Compliance Program
NRS	Neighborhood Revitalization Strategy
OED	Office of Economic Development
PBCE	Department of Planning, Building & Code Enforcement
PRNS	Department of Parks, Recreation & Neighborhood Services
PSS	Public Safety Services (City Service Area)
RAC	Recreation & Cultural Services (City Service Area)
RDA	Redevelopment Agency
SNI	Strong Neighborhoods Initiative
TDA	Transportation Development Act
TOD	Transit-Oriented Development
TS	Transportation Services (City Service Area)
VTa	Valley Transportation Authority

Implementation

In order to successfully implement the Top Priority Actions of the Tully-Senter SNI Area, a well-defined strategic program must be established. Strategies and principles have proven to be the key ingredients to successful plans. However, they require a great deal of leadership and commitment from City departments and agencies, as well as continuing involvement of the Neighborhood Advisory Committee (NAC) and other community groups in responsibly guiding the Tully-Senter Neighborhood Improvement Plan into the future.

ROLE OF THE NEIGHBORHOOD ADVISORY COMMITTEE

The Neighborhood Advisory Committee, or NAC, has been the lead group in working with the community to develop the Neighborhood Improvement Plan. This committee has successfully created a vision for the community, and has developed priority actions, which will help to achieve the community's vision. It is envisioned that upon approval of the Plan, the NAC will transition into a new committee to see the projects through “implementation”.

Several of the NAC's primary responsibilities during the implementation phase of the project will be to:

- Champion the implementation of Tully-Senter priority actions, seek funding from the City and other funding sources, and ensure project completion;
- Provide input to the City for design and development of public projects;
- Act as an information liaison to the neighborhood on the status of projects in Tully-Senter;
- Periodically review the action plan and reset priorities based on past accomplishments and existing conditions; and
- Coordinate with neighborhood associations, business associations, and the PAC on appropriate redevelopment projects within Tully-Senter.

This new committee will be independent and responsible for the selection of its members, and the scheduling and conduct of regular meetings. City staff will be available to assist as needed for a period of time.

As part of the plan implementation process, the NAC should adhere to the following guiding principles to help ensure the community's goals and objectives.

- **Continuing Community Input and Involvement.** Process begun in creating the Neighborhood Improvement Plan must be continued to assure community “buy-in” and satisfaction with future changes.

- **Building on Strengths.** The Tully-Senter neighborhood has many identified assets and strengths. Community strengths include dedicated residents, existing infrastructure and facilities, and neighborhood programs and services. The community must continue to support existing programs and projects, and build on these strengths as a step toward implementing priority actions.
- **Championing Top Priorities.** Having individuals and organizations in particular support of any Top Priority Action assures that the action has a voice. Identify and support those who can champion the priority action items.
- **Identifying Roles and Responsibilities.** The dedication, commitment, and accountability provided by a lead organization are key to successful implementation. The Top Priorities and Action Plan Matrix portions of this chapter identify lead responsibility and partnerships. The NAC will continue to work with the responsible organizations to determine action steps and roles.
- **Monitoring Performance by Measuring Results and Evaluating Progress.** A neighborhood improvement plan is not static. Strategic planning is dynamic and can change as projects are completed and the community collectively identifies new directions. Over time, resources, opportunities, and new challenges will present themselves to the community.

NAC planning activities will need to follow a decision-making process, which emphasizes balancing short-term and long-term achievements, development of realistic timeframes, constant communication with lead agency staffs in determining action steps and responsibilities and dedication to monitoring and evaluating the progress and success of actions when completed.

Regular updates to the *Tully-Senter Neighborhood Improvement Plan* are necessary to ensure continued progress towards achieving the community's vision. Periodic assessments of the plan help to identify barriers and to determine if mid-course corrections are needed, and also help to identify accomplishments. Demonstrated achievements can help to sustain or increase community support for the *Plan*.

IMPLEMENTATION FUNDING PROGRAM

One of the key components of success for the actions identified in the Neighborhood Improvement Plan is the availability of funding. There are several sources of funding available for the “Top Ten” priority actions and other improvement actions identified in this plan. Some funding for the implementation of these actions is likely to come from the Strong Neighborhoods Initiative funds being invested by the Redevelopment Agency and the City in the overall Strong Neighborhoods Initiative.

However, implementation of the “Top Ten” and other elements of the action plan will require the identification of additional funding sources.

The City's Capital Improvement Program (CIP) is an ongoing source for funding other elements of the action program. A principal federal funding source is Community Development Block Grants (CDBG) funds. The creation of a new Redevelopment Project Area, which includes all 22 Strong Neighborhoods Initiative areas, will make it possible to issue improvement bonds, as appropriate, for project funding. The lifetime of the redevelopment project area will be twenty years.

LEAD AGENCIES AND DEPARTMENTS: ROLES AND RESPONSIBILITIES

The Neighborhood Team consisting of representatives from Code Enforcement, Planning, Neighborhood Services, and the Redevelopment Agency, will continue to provide support to the Tully-Senter community throughout the implementation phase. The Community Coordinator from the Neighborhood Services Division and/or the Development Officer from the Redevelopment Agency has the lead role in supporting the implementation efforts and will work with the NAC, City departments, and outside agencies to implement the *Neighborhood Improvement Plan*.

The innovative steps taken by the City of San Jose in reorganizing City departments and agencies to provide effective response to the Strong Neighborhoods Initiative is noteworthy, and will contribute to successful plan implementation. The process of establishing lead agency responsibilities for various programs is based on traditional agency roles as well as new assignments. As such, there are several City departments with lead responsibility for implementing individual action items.

The Action Plan Matrix on the previous pages illustrates the lead responsibilities and partners who will work together to ensure plan implementation. There are many City departments and agencies that share responsibility for ensuring successful plan implementation and community involvement. The following is a list of the main lead agencies and departments, with brief descriptions of their responsibilities.

- **The Neighborhood Services Division of the Department of Parks, Recreation and Neighborhood Services (PRNS).** Lead City department responsible for overseeing plan implementation in Tully-Senter and will play a role in many of the *top ten* priority actions. Additionally, PRNS will work with the Plan Implementation Committee to ensure continued community involvement and communication.

- **Parks Division of the Department of Parks, Recreation and Neighborhood Services (PRNS).** Lead City department responsible for open space development such as neighborhood parks and trails.
- **The Department of Planning, Building, and Code Enforcement (PBCE)** will be “historians” for the Plan contents, link Plan elements to new development projects, will process required permits for various private improvement projects, and will deliver Code Enforcement Services.
- **The San José Redevelopment Agency (RDA).** Provides funding and oversees Plan implementation for redevelopment projects. The RDA is responsible for redevelopment activity within the Tully-Senter neighborhood, including façade improvement programs, upgrades to transportation systems, and constructing new parks and other community facilities.
- **The San José Redevelopment Agency (RDA).** Provides funding and oversees Plan implementation for redevelopment projects. The RDA is responsible for redevelopment activity within the Tully-Senter neighborhood, including façade improvement programs, upgrades to transportation systems, and constructing new parks and other community facilities.

- **The Department of Public Works (DPW).** Responsible for planning, design, and construction services for facilities and infrastructure in Tully-Senter. In some instances, the DPW will be working with other City departments, such as the DOT, to provide upgrades to existing infrastructure, or to construct new facilities to serve the community.

These departments and agencies will work with other City departments, regional agencies, neighborhood associations and community members to ensure the success of neighborhood improvement strategies in Tully-Senter.



Appendices

Tully-Senter Vacant Land Inventory Map: Figure 10

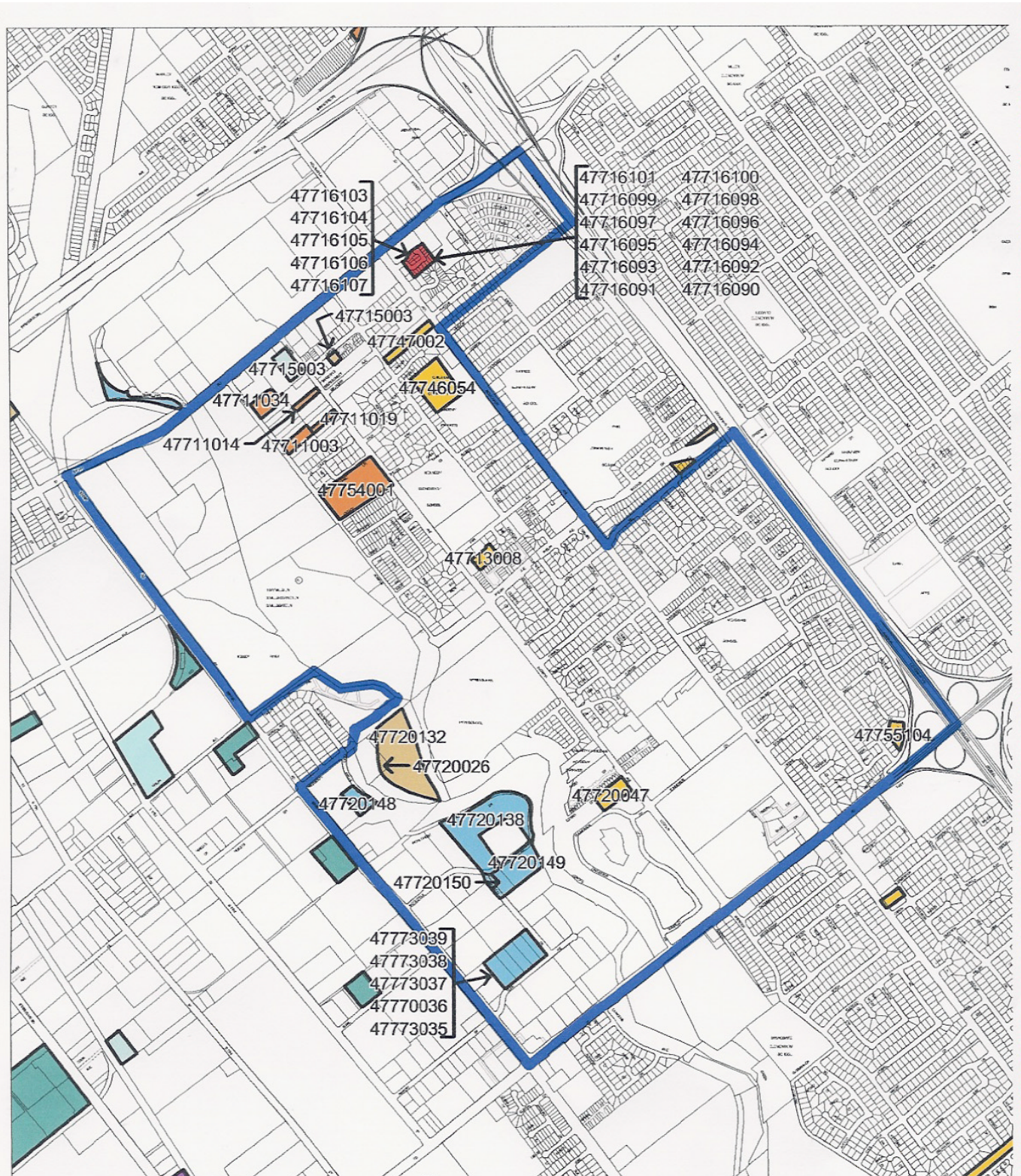
Table A-1: Tully-Senter Vacant Land Inventory

Tully-Senter General Plan Map Legend: Figure 11

Tully-Senter General Plan Map: Figure 12

Tully-Senter Zoning Map Legend: Figure 13

Tully-Senter Zoning Map: Figure 14



TULLY-SENER VACANT LAND INVENTORY MAP: FIGURE 10

Table A-1: Tully-Senter Vacant Land Inventory

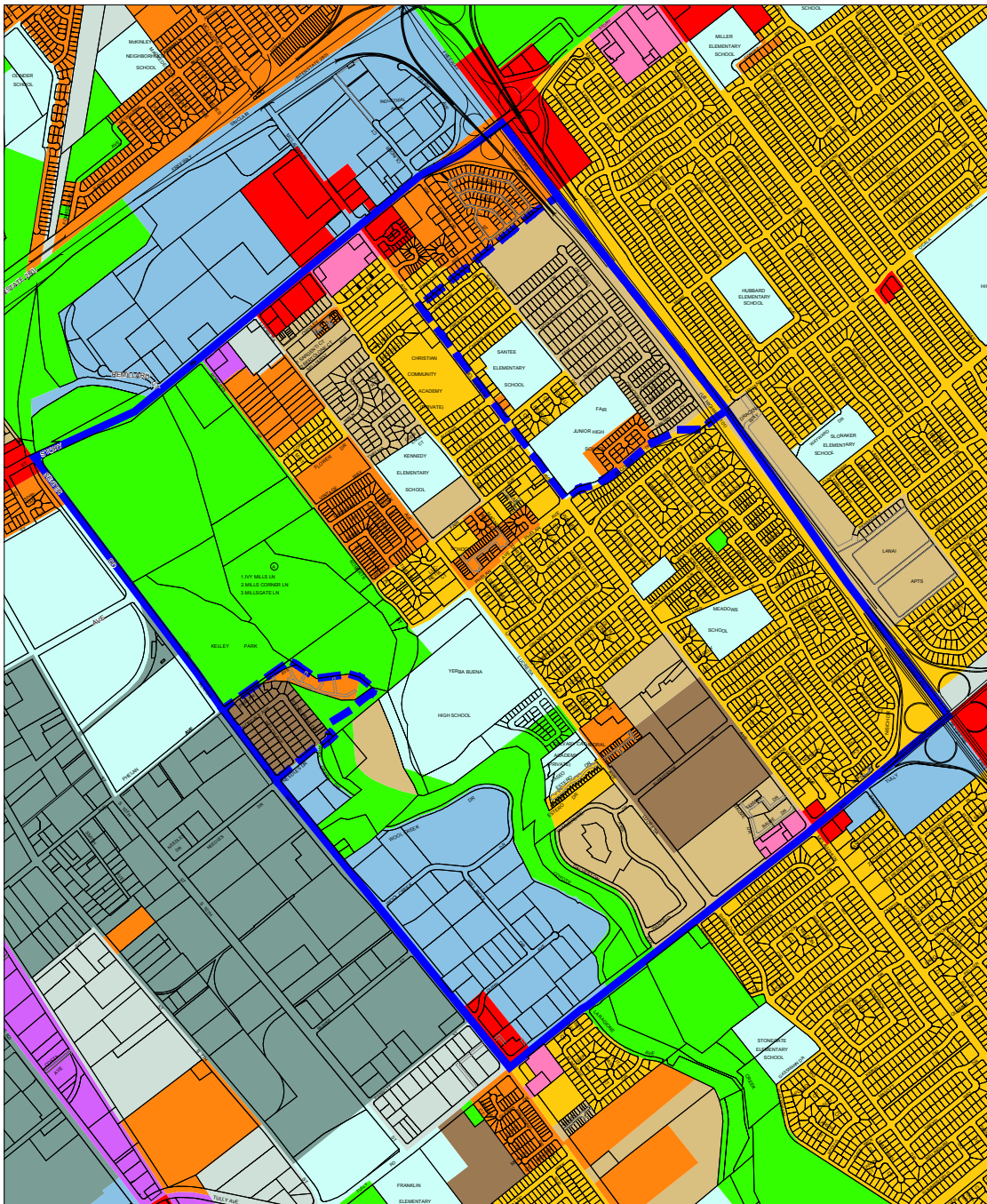
I.D._ NO.	Acres	APN	General Plan	GP_Abbr.	GP_ Code	Census Trac	Council Dis.	Plan Area
SO020	1.64	47716090	General Commercial	GC	3400	5031.07	7	South
SO022	1.34	47747002	Medium Low Density Residential (8 DU/AC)	MLDR (8.0)	1400	5031.06	7	South
SO023	3.96	47746054	Medium Low Density Residential (8 DU/AC)	MLDR (8.0)	1400	5031.06	7	South
SO024	0.96	47713008	Medium Low Density Residential (8 DU/AC)	MLDR (8.0)	1400	5031.05	7	South
SO025	6.28	47754001	Medium Density Residential (8-16 DU/AC)	MDR (8-16)	1500	5031.05	7	South
SO026	0.30	47715003	Medium High Density Residential (12-25 DU/AC)	MHDR (12-25)	1600	5031.06	7	South
SO027	1.41	47711023	Light Industrial	LI	5500	5031.05	7	South
SO028	0.57	47711014	Medium Density Residential (8-16 DU/AC)	MDR (8-16)	1500	5031.05	7	South
SO029	0.49	47711019	Medium Density Residential (8-16 DU/AC)	MDR (8-16)	1500	5031.05	7	South
SO030	0.52	47711003	Medium Density Residential (8-16 DU/AC)	MDR (8-16)	1500	5031.05	7	South
SO031	1.38	47711034	Medium Density Residential (8-16 DU/AC)	MDR (8-16)	1500	5031.05	7	South
SO032	0.96	47755104	Medium Low Density Residential (8 DU/AC)	MLDR (8.0)	1400	5031.07	7	South
SO035	1.62	47720047	Medium Low Density Residential (8 DU/AC)	MLDR (8.0)	1400	5031.05	7	South
SO037	1.41	47720148	Industrial Park	IP	5400	5031.03	7	South
SO038	9.33	47720138	Industrial Park	IP	5400	5031.03	7	South
SO040	8.59	47720132	Medium High Density Residential (12-25 DU/AC)	MHDR (12-25)	1600	5031.05	7	South
SO042	5.05	47773035	Industrial Park	IP	5400	5031.03	7	South
SO039A	4.32	47720149	Industrial Park	IP	5400	5031.03	7	South

Source: Vacant Lands/Inventory, Department of Planning, Building and Code Development, 2000.

San Jose 2020 General Plan



Tully-Senter General Plan Legend: Figure 11



Tully-Senter General Plan Map: Figure 12




Zoning Districts

OS.....	Open Space
A.....	Agricultural
R-1-8]	
R-1-5]	Single-Family Residential
R-1-2]	
R-1-1]	
R-2.....	Two-Family Residential
R-M.....	Multi-Family Residential
R-1-RR.....	Rural Residential
R-MH.....	Mobilehome Residential
CO.....	Commercial Office
CP.....	Commercial Pedestrian
CN.....	Commercial Neighborhood
CG.....	Commercial General
IP.....	Industrial Park
LI.....	Light Industrial
HI.....	Heavy Industrial
(PD).....	Planned Development
	(overlay district that is combined with one of the conventional zoning districts listed above, that allows any specifically approved use or uses)

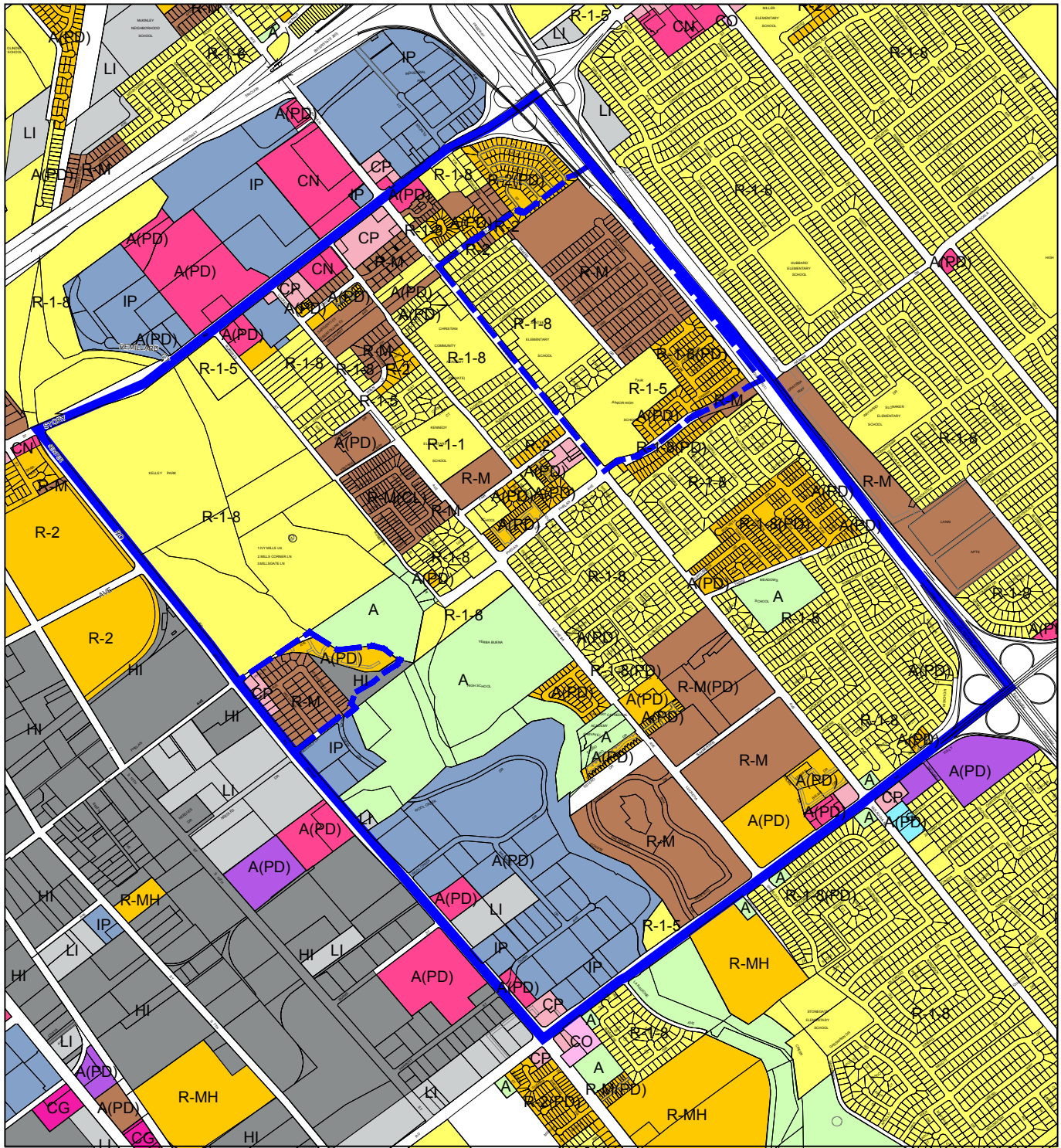
Zoning Labels (Sample)

A(PD).....	Zoning District
93050.....	Zone Change File Number
	(e.g., PDC93-08-050)
34.0 DU/A.....	Approved Residential Density
	(dwelling units per acre)

Map Legend

Zone District Boundary
Historic District Boundary (work requires Planning permit)
Historic City Landmark (work requires Planning permit)

Tully-Senter Zoning Legend: Figure 13



Tully-Senter Zoning Map: Figure 14